JULY 1984

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The Journal of the American Newspaper Publishers Association

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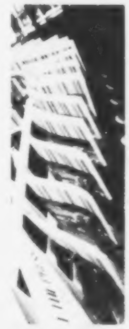

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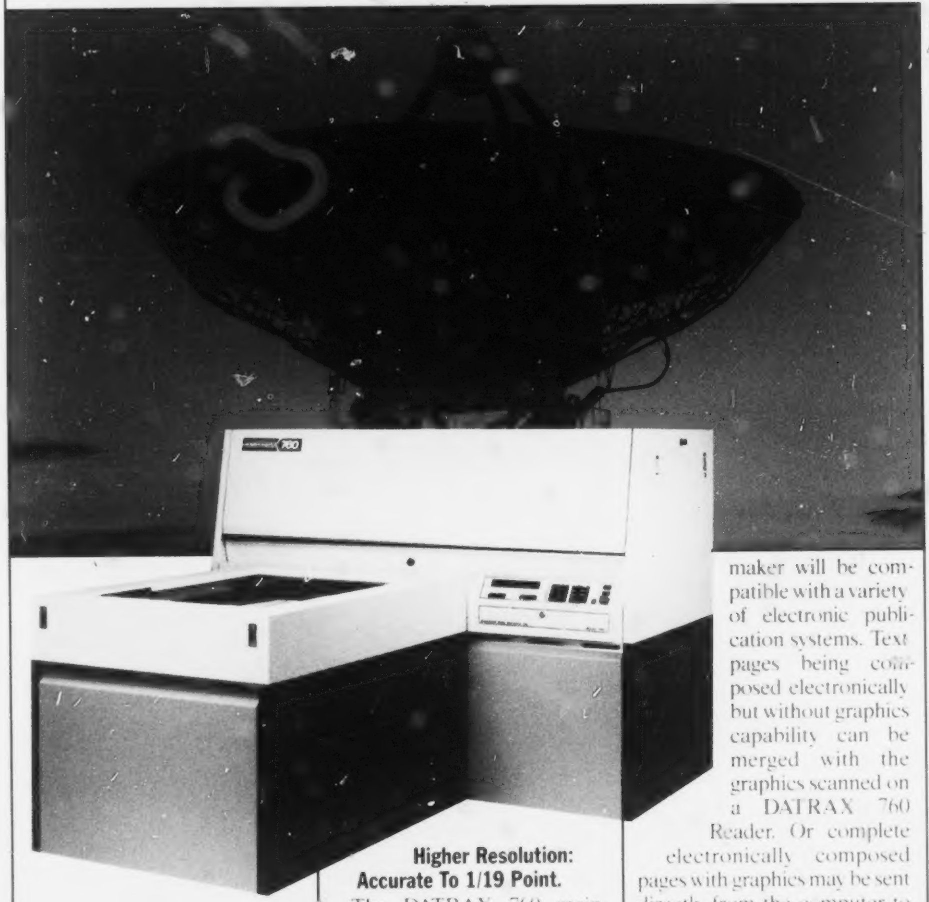

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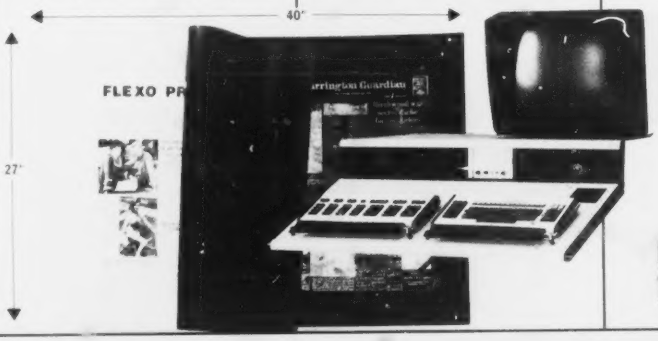

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From left to right, Row 1: *George Bush, Vice President; Phyllis George; CBS Sports Commentator; Coleman A. Young, Mayor of Detroit; Nancy Reagan, wife of President Reagan;* Row 2: *Andrew Young, Mayor of Atlanta; Dianne Feinstein, Mayor of San Francisco; Rev. Jerry Falwell, President of Moral Majority; Nancy Landon Kassebaum, U.S. Senator of Kansas;* Row 3: *Bob Hope, Entertainer; Coretta Scott King, wife of Dr. Martin Luther King, Jr.; Walter Mondale, Former U.S. Vice President; Jimmy Carter, Former U.S. President.*

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Conference Report *The complete story from Atlanta on "Impact '84—Issues and Answers," the 56th Annual ANPA Operations Management Conference & Exposition. The coverage package of the June 9-13 event includes day-by-day reports on the sessions and symposiums, a look at what displays made news in the exhibit halls, and a feature about the activities of a typical Conference attendee. Among the highlights of the Conference program were presentations on distribution, quality color reproduction, pagination, press technologies and personal computers. A list of available texts of Conference speeches also is included in this issue on page 63.* **22**

Single-copy sales resurgence *New strategies are emerging as some newspapers turn—or return—to single-copy sales to boost circulation.* **6**

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CHAIRMAN'S CORNER

The expanded SAU system gives newspapers a giant step up

In that delightful show, "Oklahoma," there is a song with a line that says: "Oh, what a beautiful morning, oh, what a beautiful day. . . ."

For all of us in the newspaper business, the dawning of July 1 will be the kind of morning Curley sang about in "Oklahoma." Because on that day the newspapers of America—with relatively few exceptions—will begin offering their advertisers an expanded system of standard advertising units: SAU™. A dream will have become a reality.

Richard J. V. Johnson

The expanded SAU system represents innumerable meetings, hard work and sacrifice on the part of hundreds of newspaper people from the pressroom to the publisher's office, and also on the part of many who provide the related services and tools of our business. The economic, technological, logistical, production and administrative problems that our newspapers encountered and overcame make this an epochal achievement for our industry.

This is not to say that all of the problems have been solved. Undoubtedly, for some time to come, many of our newspapers as well as our advertisers will continue to face obstacles as the SAU system is used and refined. But out of this great experience, which our advertisers, their staffs and agencies shared, have come the bonds of a new relationship that may well be the greatest benefit of SAUs.

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They are: American Association of Newspaper Representatives, American Newspaper Representatives, Institute of Newspaper Controllers and Finance Officers, International Circulation Managers Association, International Newspaper Advertising and Marketing Executives, International Newspaper Promotion Association, National Newspaper Association, Newspaper Advertising Bureau, Newspaper Advertising Sales Association and Newspaper Association Managers.

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Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1984 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407, Dulles International Airport, Washington, D.C. 20041.

THE ROAD TO
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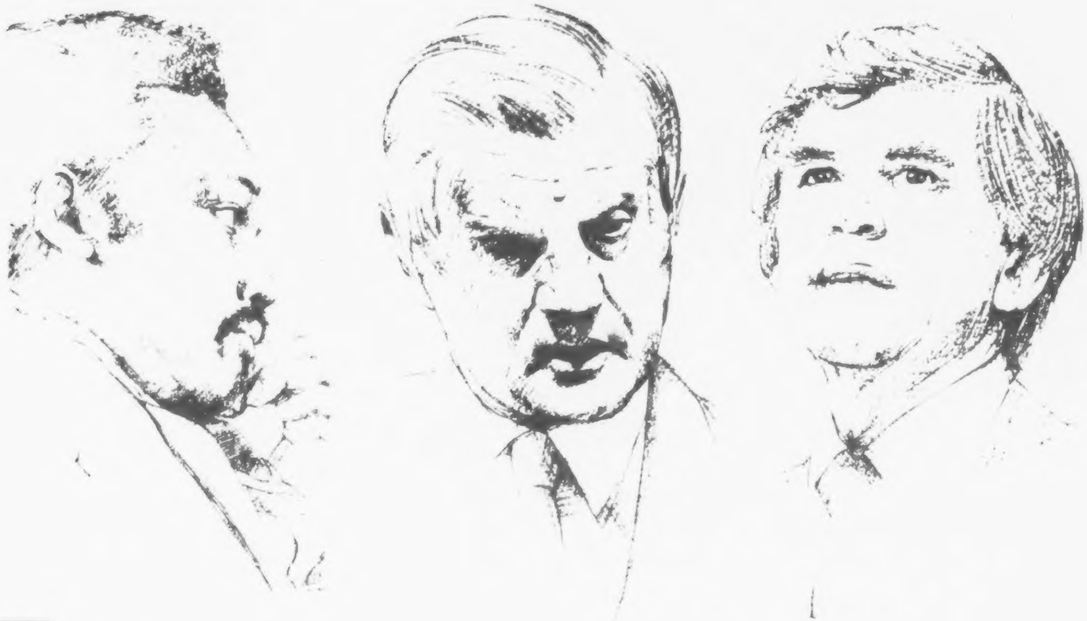

The San Francisco Examiner's writers, photographers and columnists have been out on the campaign trail since late last summer.

When the Rev. Jesse Jackson was traveling around the country on his voter registration drives prior to announcing his candidacy for President, The Examiner was there.

When Ohio Sen. John Glenn was deciding whether or not to continue his campaign, The Examiner was there.

When Colorado Sen. Gary Hart won big in New Hampshire and began his roller coaster ride through the first half of the primary season, The Examiner was there.

When former Vice President Walter Mondale wondered aloud "Where's the beef?," The Examiner was there.

This month, The Examiner will be at the Moscone Center in San Francisco providing the most comprehensive coverage of the Democratic Convention.

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PROMOTION CALLED KEY TO SUCCESS

Once the ONLY way newspapers were sold

Single-copy sales

Innovative use of 'hawkers,' newsracks and newsstands can produce quick circulation gains for aggressive papers

BY C. DAVID RAMBO
presstime staff writer

Every afternoon at about the same time, residents of a low-income neighborhood in Muskegon, Mich., hear a familiar cry outside their front doors. *"Paper!"* shouts a young adult with copies of The Muskegon Chronicle tucked under his arm.

About 250 of those apartment and townhouse dwellers each day shell out a quarter to buy the newspaper. They are people used to living day-to-day—people who don't want to pay $1.55 at a time for a week's home-delivery service, even though it's 45 cents a week cheaper for regular readers to buy the paper that way.

The Chronicle's year-old, door-to-door sales program, which will be duplicated in other low-income areas, is an example of innovation and rekindled interest in single-copy sales.

Street sales and other sales by the individual copy once were the only way newspapers were sold.

Some newspapers still have a high percentage of their copies distributed in this fashion. The Boston Herald, for example, sells about 80 percent of its circulation one copy at a time as opposed to subscription, says Jim DeSalvo, assistant circulation director.

But at a far greater number of newspapers, single-copy sales have been relegated to a place of lesser importance over the years. The emphasis has been on subscribership—its continuity, its identifiable market for advertisers, its Norman Rockwell image of the kid from down the block flinging the day's news onto one's doorstep.

A 1978 study by the Newspaper Readership Project and the Newspaper Advertising Bureau, the latest study of its kind, showed that only about 20 percent of all weekday circulation was in single-copy sales.

Susan Crowell The Boston Globe

One of The Boston Globe's force of street "hawkers" makes single-copy sale to a motorist. The Globe now keeps sales force out on the streets even during the winter months.

Lately, though, there have been indications, such as the effort in Muskegon, that times are changing—that publishers now view single-copy sales as being worth vigorous pursuit. The inability of newspaper circulation to keep up with population growth is undoubtedly one major reason for this back-to-basics approach.

Sales by old-fashioned "hawkers," vending machines, newsstands and other means—if heavily promoted and properly managed—can serve as a quick way to boost circulation. Such spurts in circulation numbers can be as welcome as a thunderstorm amidst a dry spell, especially in highly competitive markets. "That [single-copy marketing] and product improvement are the two biggest factors right now in increasing sales," says DeSalvo of The Boston Herald.

"Single-copy sales are a valuable opportunity for every newspaper—large or small—to increase circulation," concluded another report from the Readership Project and NAB, this one released in 1982 but containing no new overall single-copy sales figures.

The report also noted that seven out of 10 single-copy buyers read a paper every day.

Circulation executives confirm that marketing information, whether obtained by interviewing people at vending machines or through casual observations, reveals that single-copy buyers are regular, loyal readers. Many buy the newspaper each day of the week. Some buy only on selected days, such as days when supermarket ads and food cents-off coupons are published.

To spur sales on food days, The Atlanta Journal and The Atlanta Constitution place a brightly colored sticker on vending machine display copies that says, "Save money, food coupons today." The stickers are used on days the food section appears—Wednesday afternoon for the Journal and Thursday morning for the Constitution.

One expert in the field believes readers will become even more selective about when they buy newspapers. Ray F. Mack, executive consultant of Scripps-Howard Newspapers, explains that competition for readers' time is increasing, particularly in households where both husband and wife work.

"Something has to give," Mack says. Increasing numbers of readers may not find time to read a paper every day and thus may become more selective about the days to buy a copy. "As such, (the) single copy (sale) will become more important. . . . Single-copy sales are going to come into the forefront in the next decade."

"Read all about it!" If that's the case, then The Muskegon Chronicle is slightly ahead of its time.

James W. Stark, the paper's circulation sales supervisor, says the low-income neighborhood sales experiment there is an effort to find a way to reach weak-circulation regions. "Newspapers are constantly plagued with areas that are hard to service," he observes.

The test began with a search for sales people. The job profile called for adults from the target neighborhood "so they're not a visitor" when they travel the streets, hawking the day's news. The Chronicle also trained them to anticipate and avoid trouble in high-crime locales. Then, "We handed them each 50 papers and said, 'Go see what you can do.' They were back in a half hour" empty-handed and needing more copies.

More traditionally, hawkers stand at busy, prominent locations and sell the newspaper to pedestrians or to motorists slowed by traffic.

The Boston Globe, for example, for many years has used a strong hawker force not only to sell a couple of thousand copies a day but also to give the paper "good visibility" in public, says Robert J. Lynch, assistant circulation manager. In years past, the newspaper scaled back its hawker efforts in winter because of harsh weather. Now, however, an all-out effort is maintained year-round.

But in many other places fewer human vendors are appearing than in the past, partly because younger people are not enthralled by a street-sales job. "They used to be on every street corner," says Robert P. Converse, assistant director of circulation-marketing of the Los Angeles Times, which registers about 25 percent of its total circulation in single-copy sales. The Times now has 65 or so hawkers left. "They're a dying breed," he says.

"Look, you talk to the shopping mall managers, and if you can't get them to (permit newsracks), then talk to the advertisers" with outlets in the mall, who can apply pressure.

The St. Cloud (Minn.) Daily Times had a lone hawker who had been on the job more than 50 years. He retired last Thanksgiving, says Assistant Circulation Manager Geary J. Yaeger. "He slipped on the ice one day, fell down and said, 'That's it.'"

Also calling it quits over the years have been operators of many clapboard newsstands that once were common on the downtown streets of many big cities.

Off the rack. But if a comeback of the street hawker is still largely in the future, the future is now for vending machines or, in circulation jargon, newsracks. That's where the biggest resurgence in single-copy sales can be seen today.

There are more than 633,000 of them in North America, according to estimates from the International Circulation Managers Association and elsewhere, and the number is growing. About 110,000 of those racks belong to USA Today, which attributes about two-thirds of its first-quarter 1984 estimated 1.3 million circulation to single-copy sales. Observers say Gannett Co.'s national newspaper is the single most important factor stimulating the growth of rack sales.

USA Today's modern, blue-and-white vending machines make many local papers' newsracks look dowdy and old by comparison.

In many communities, USA Today's introduction has been followed by municipal governments' imposition of new or altered newsrack ordinances—a development that has miffed some executives of local newspapers [presstime, Oct. 1983, p. 4].

Also, USA Today itself is colorful, running both spot and process color visible in the vending-machine display window. The local competition's front page often pales in comparison.

This has led some newspapers to stress to editors the importance of how the front page looks inside a newsrack. The San Angelo (Texas) Standard-Times, for example, makes sure the above-the-fold appearance is attractive and intriguing, says Editor Philip M. Schoch.

"What's up front definitely counts," according to the 1982 NAB-Newspaper Readership Project report.

"Studies show that the graphics presentation of headlines and the editorial content of page one combine for increased street sales."

Another idea is to install a newspaper vending machine in the newsroom—not to sell papers there but to remind the editorial staff what the product looks like to potential buyers each day.

In addition, a new type of newsrack has been developed that shows the full front page, top to bottom. A number of newspa-

Single-copy sales symposium planned

ANPA and other industry groups, including the International Circulation Managers Association, will hold a symposium this fall that will emphasize how the look and content of a newspaper bear on single-copy sales.

Topics will include marketing effects of editorial content, graphics and promotion; research into occasional buyers of both newspapers and magazines; and various newsrack and vendor issues.

Location of the Dec. 11-13 symposium will be the Amfac Hotel at Dallas-Fort Worth Airport. Cost tentatively will be $350 for one person representing a newspaper and $250 each for two or more from the same paper.

For further information, contact Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center.

pers have bought the new-style racks introduced by Gulf Coast Supply Co. at the 1983 ICMA Convention. One is the Bradenton (Fla.) Herald, and street sales have increased as a result, reports William E. Raulerson, assistant circulation director.

However, San Angelo's Schoch and others note there is disagreement on the importance of a grabby "look" to the front page. Schoch points out that some research indicates "most people already know what paper they're going to buy."

Team effort. In addition to paying attention to how a front page will appear in a newsrack to passers-by, the newsroom can help by providing the circulation department with advance notice of major stories of interest to a particular geographical area. That way, extra copies can be dropped off at appropriate vending sites.

Other departments of a newspaper operation also can help out in various ways in a campaign to boost sales by the copy.

But the major burden in such a campaign obviously falls on the circulation department. And the NAB-Readership Project report came up with some solid advice for circulators:

- "Computerization can be a valuable aid to the single-copy selling effort. Computers allow you to keep a close watch on stock levels at each single-copy selling outlet on a daily basis."
- Promotion is the "key to single-copy sales. Cash incentives and prizes can motivate wholesalers and carriers alike. Use rack cards and banners to spotlight the special features of the day's paper. The list of promotional possibilities goes on. Know your market and use your imagination."
- Vending machines project the newspaper's image. "Make sure your machines are neat, clean, easy-to-use, well-stocked and easy-to-maintain."
- "Timing directly affects single copy sales. Make sure your single-copy issues are hitting the streets when readers do."

Above all, says Scripps-Howard's Mack, it is important that newspapers "get out of your rocking chair" and "sharpen up your marketing techniques" in single-copy sales.

Mauled. One area where newspapers overall have not excelled is in selling newspapers in what has been called the Main Street of the Modern Age: shopping malls.

Despite the high traffic that malls generate, not to mention the role newspapers play in the advertising of goods sold there, newspapers often are available in only one or two locations within a given shopping center. Too often, Mack says, circulation managers think this limited number of sales outlets is sufficient for a mammoth mall because "if they (readers) want it badly enough, they'll go find it."

But he maintains that people "are not going out of their way to buy a newspaper. . . . You must have your paper available at arm's length."

Mack says shopping mall managers often turn down newspapers' initial requests to place vending machines in strategic locations because a newsrack "detracts from the decor."

"I say to our own people in Scripps-Howard, 'Look, you go out and talk to those shopping mall managers, and if you can't get through to them, then you talk to the advertisers'" with outlets in the mall, who can apply needed pressure.

Another place newspapers frequently are unavailable or in short supply is the neighborhood supermarket or drug store. Yet almost without exception, a plethora of weekly tabloids and national magazines can be found there, Mack observes.

Two years ago, he conducted a project in Denver for the Rocky Mountain News in which potential new outlets were identified. About 1,400 possible new sites were found, and more than half became outlets. Mack says the Denver project has national ramifications: It indicates that untapped sales locations are generally abundant.

He also says that newspapers sometimes are too willing to accept the rejection of a storekeeper when seeking to locate new outlets. He encourages newspapers to argue their case vehemently. The base of the argument should be, "Does anyone really have a right to prohibit the citizens of the United States from having access to a newspaper?"

Mack himself used the argument before the federal government when, during World War II, he convinced the General Services Administration in Washington, D.C., that he should be allowed to sell the Washington Daily News in government installations, such as snack bars and cafeterias.

Mack, circulation director and later president of the Daily News (which suspended publication in 1972), says such persistence paid off with an increase in daily single-copy sales in government office buildings from none to 50,000, representing half of all the paper's single-copy sales in its last year of publication. □

Durham Herald Co.

Charles J. Ira shows off Durham, N.C., papers' new full-page display vending racks.

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SUPREME COURT RULINGS AWAITED

Canada's media rights untested

BY WILLIAM V. MONOPOLI

Canapress Photo Service

Canada's Parliament approved Charter of Rights and Freedoms two years ago.

Canadians have had the benefit of a constitutionally guaranteed free press for just two years. Although it is too soon to say how that guarantee ultimately will be interpreted—no cases dealing with freedom of the press have yet reached the Supreme Court of Canada—decisions of trial and appellate courts have produced mixed results.

Several courts have rejected restraints on press access to some hearings; others have found limitations on reporting to be reasonable—and not unconstitutional.

The guarantee of a free press, part of the Canadian Charter of Rights and Freedoms, provides a new role for Canadian courts. Those courts traditionally have had the task of deciding which level of government, federal or provincial, had the power to regulate.

The charter, enacted as part of the Canadian Constitution in April 1982, puts specific fundamental freedoms beyond the reach of government control, "subject only to such reasonable limits . . . as can be . . . justified in a free and democratic society." One of these fundamental freedoms is "freedom of thought, belief, opinion and expression, including freedom of the press and other media of communication," the charter states.

Before the adoption of the charter, freedom of the press in Canada meant freedom subject to tough laws on contempt of court, bans on pre-trial publication of evidence in criminal cases, and even secret trials under the Official Secrets Act.

There is no assurance that the presence of the charter will persuade courts to adopt comprehensive, First-Amendment-style protection for news media. But in the dozen or so "free press" cases decided under the charter, at least some judges have found restrictions on access to be unconstitutional.

In August 1982, an Ontario trial court found that a requirement that trials of children be held without publicity was inconsistent with freedom of the press. The court found that the government had failed to show any justification for a policy of conducting closed hearings in all cases involving juveniles. The decision was upheld in March 1983 by Ontario's highest court, the Court of Appeal.

The offending law, the federal Juvenile Delinquents Act, has since been replaced by legislation with no absolute ban on access. The importance of the Ontario case is that its reasoning on the significance of a constitutionally guaranteed freedom of the press has been adopted by several courts in other provinces.

Other kinds of publication bans have come under attack. Last July, an Ontario court struck down a section of the province's Child Welfare Act that barred publication of information identifying any party involved in a child-abuse case. The court held that although a judge has discretion to prohibit publication of the names of parties in a particular case, an absolute ban is unconstitutional.

But other attempts to gain access under the charter have failed. An Alberta trial court last fall dismissed an application by Southam Inc.'s Edmonton Journal to be admitted to a public inquiry into the death of a prisoner in a detention center.

Restrictions on pretrial publicity in Canadian criminal cases have existed as a matter of routine. But some of those limitations have been attacked, as publishers have tried to take advantage of their new constitutional rights. In the fair-trial versus free-press debate, judges so far have made it clear that limitations on the press will be upheld.

That view is consistent with the Canadian legal tradition emphasizing the prevention of pretrial publicity. By comparison, in the United States, the goal is to ensure a fair trial after information about a case has been published.

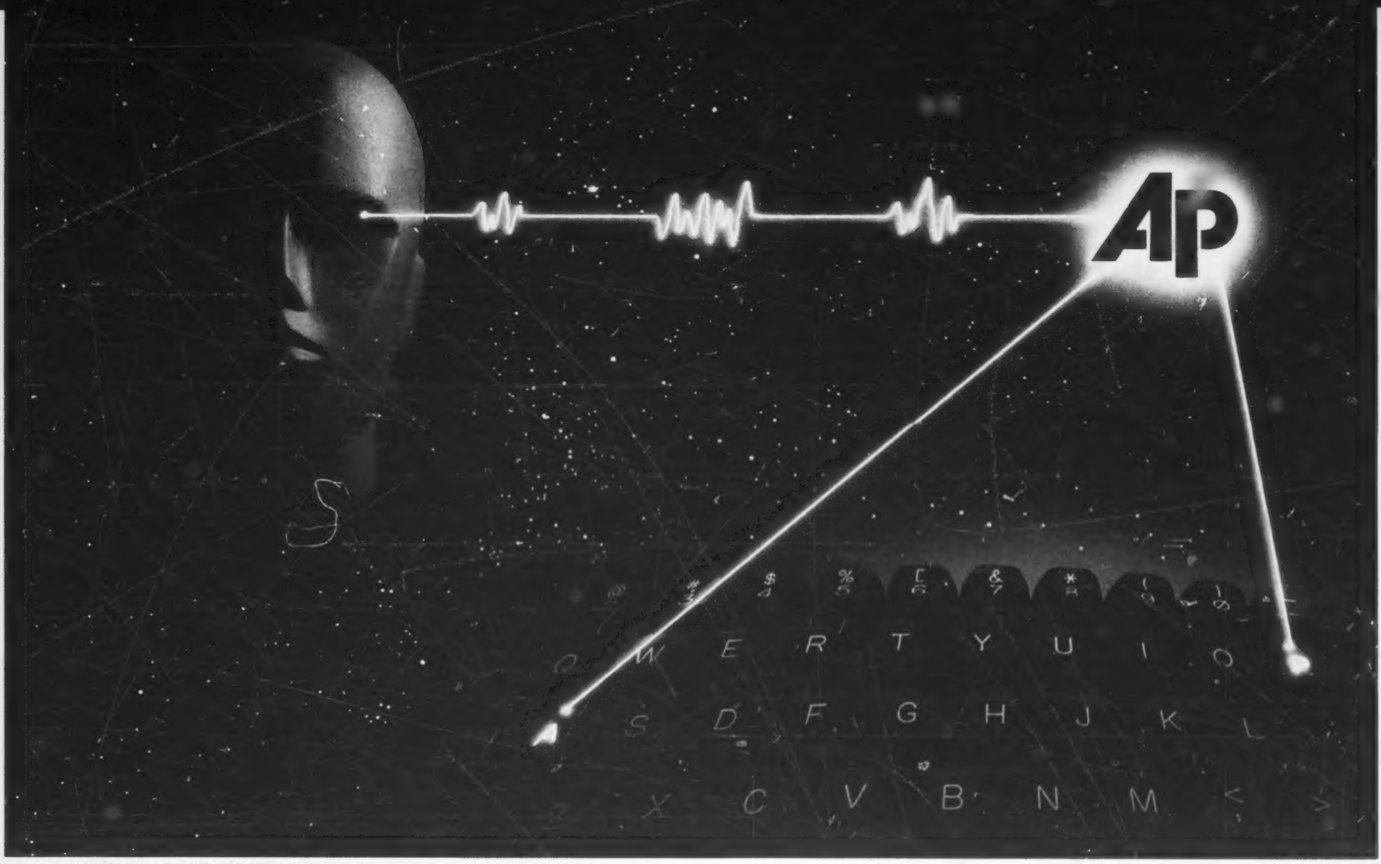
Two years is not a long period in which to measure the effect of the charter's guarantee of a free press. But it is clear that the evolution of a First-Amendment-style guarantee—if it happens at all—will be a very long process.

No cases have yet arisen hinting that media defendants in defamation cases will be able to count on charter protection. Although the charter curbs government power, there is some question about whether it applies to private disputes.

News media challenges of publication bans and access restrictions likely will continue. In the meantime, the media may remain cautious about asserting charter rights in other areas.

"I don't think you'll see [news media] make much use of the charter until the Supreme Court rules," says John Miller, deputy managing editor of The Toronto Star. "I would be very surprised if the charter has been discussed in any newsroom in Canada. Case decisions by the Supreme Court will heighten consciousness. Once that takes place, people in newsrooms will say there's something to it." ☐

Monopoli is former senior editor of The Financial Post, Toronto. He is a member of the New York Bar and is a candidate for admission to the Ontario Bar.



PHOTOGRAPH BY MARTIN BOUGH

"IF YOU DO NOT THINK ABOUT THE FUTURE, YOU CANNOT HAVE ONE."

—John Galsworthy, English author, 1867-1933

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HRIS

More papers now turning to computerized personnel record systems

BY PATRICIA P. RENFROE

Alberto Pacheco

Newspapers, as employers of approximately 422,000 Americans, are inundated with data about their employees. This information, which constantly must be updated, is used to manage such basic functions as preparing payrolls, tracking benefits and leave time, maintaining trained and experienced staffs, and responding to numerous government requirements for standard reports.

Special, targeted information, such as that required when facing a charge of discrimination or of an unfair labor practice, is also drawn from information originally collected by the personnel department. Much of this information must be kept for extended periods of time.

The need to extract and use the employee data rapidly and efficiently has led newspaper personnel specialists to push for faster development of computerized human resources information systems, referred to by their users as a HRIS (pronounced ha-RIS or ha-RASS, depending on the source).

Where do newspapers stand in the implementation of these personnel data systems? "Behind other industries," says John Thomas, vice president and director of human resources of the Dallas Times Herald.

His opinion is shared by other newspaper personnel professionals. It is also supported by surveys.

Business and industry, particularly large firms, generally have some form of computerized personnel record system. A survey conducted among the Fortune 500 companies revealed that 60 percent of those responding had computerized human resource information systems, including most with 1,000 or more employees. And that survey was conducted in 1980, which means it did not take into account the recent explosive growth in computer usage.

On the other hand, when 20 newspapers were contacted by the ANPA Human Resources Department earlier this year, only half said they had computerized their personnel information other than basic payroll data. The number of employees at the newspapers surveyed ranged from 450 to 2,300.

Most of the newspapers with a HRIS have it tied into a mainframe computer. A few, including The Miami Herald and the two Louisville dailies, use personal computers because of delays in getting access to the newspapers' busy mainframes.

Getting started. There are several reasons for the limited progress in applying computer technology to newspaper personnel operations.

"When I joined the company several years ago, they were—and still are—highly committed to computerizing the personnel data," says Julie K. Mast, personnel director of Fort Wayne (Ind.) Newspapers Inc. "However, we have had to defer or at least move more slowly while computer services were provided for departments more generally identified as revenue-generating or -controlling."

The capability of the systems now in use varies, but several common factors can be identified.

Of the 10 newspaper respondents with some form of HRIS, most characterized theirs as being in the second stage of implementation, with further enhancements to follow. The second stage means the system is semi-automated, has the capability of supplying needed payroll information, usually provides the basic reports required by the U.S. Equal Employment Opportunity Commission and can provide paper printouts.

The fact that payroll data are often the first personnel information to be computerized is viewed as appropriate because the data typically are already in the computer for the accounting department's use.

However, Thomas of the Dallas Times Herald emphasizes that payroll functions should be considered a subsystem within a total HRIS and that finance people should not wind up in control of the entire system. The personnel professional should have control, he says. "We need more program elements to do our job than those contained in the payroll software package," he says.

At Newsday of Long Island, N.Y., William Ammann reports a system is in the process of being developed, "with salary history, EEOC/affirmative action and retirement vesting schedules to be provided through a new software package, which is compatible with our present system." Ammann, manager of special projects/finance, is striving for a system that can supply analytical reports on such things as turnover and absenteeism among the newspaper's 2,600 employees.

In the ANPA survey, Stephen D. Rice, personnel manager of the Asbury Park (N.J.) Press, was one of the few newspaper executives to express satisfaction with the existing capabilities of their HRISs. He says the company's system meets the newspaper's needs for day-to-day operations as well as for special analyses.

Planning, security concerns. Developing an HRIS is not simply a matter of purchasing hardware or software. Compared to an accounting department, for example, a personnel department requires a more complex computer system that reflects the fact that sensitive human information, as well as cold quantitative

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Renfroe is manager personnel relations in the ANPA Human Resources Department. She was assisted by ANPA's Ghyneth Rowdon in the preparation of this article.

data, are involved.

Careful planning is the key to a proper system development, and the first step, says Adeline M. Callan, personnel director of The Boston Globe, is for personnel specialists to obtain a basic understanding of computers. "We sent six people to seminars to learn what to ask and what to look for when talking to our own data system people and vendors," she says. The group also visited The New York Times to review its HRIS, which has operated since 1976.

A HRIS project development team should be set up, and Callan stresses the importance of having a project manager to avoid a committee approach that may result in slow progress. Most teams have people from the newspaper's data processing department, the personnel manager, the staff person expected to be most involved in the system's use, and a senior executive, frequently from finance. Sometimes the publisher is a member, as is the case at the News-Journal Co. of Wilmington, Del.

It is the responsibility of the team to define the proposed system clearly and precisely, in writing. This avoids costly errors whether the system is being developed in-house or is being acquired from a software vendor. "You must be able to distinguish between nice-to-know and need-to-know elements," Dallas' Thomas explains.

Ammann of Newsday describes this sorting out as "know how you work today, what you will need for tomorrow and what the future is likely to require" in the way of computerized personnel data.

Being well-prepared when meeting with equipment vendors is crucial, according to Thomas. "Demand that [vendor] service personnel are included in the meeting. Marketing people will promise you that the system can accomplish anything. They fail to mention the extra costs frequently assessed to accomplish the 'anything.'" It is also recommended that contracts with suppliers spell out all expectations clearly.

Another major concern of human resource staffs considering computerization is security to protect the privacy of highly sensitive information.

Indeed, security is an issue of such importance for one surveyed newspaper executive—because of a unionized data processing department—that no consideration is being given to developing a HRIS at his paper.

This attitude is not common, however. When the union issue was brought to their attention, most personnel managers surveyed by ANPA did not identify it as a potential problem. Several pointed out that for medium- or small-size newspapers, a personal computer might be a solution to any problems of this sort [presstime, June 1984, p. 12].

On the whole, managers believed their evolving systems will be secure from computer piracy by carefully limiting access—such as by use of secret, frequently changed entry codes—and by close monitoring.

A common view of personnel managers is: There is nothing new about keeping personnel records; only the *way* they are kept. A careful, professional, personnel department will make every effort possible to maintain the security and privacy of electronic records, just as they always have of paper records.

They also say employees must be informed that basic data about them is being maintained and that their privacy will be protected in a computerized system just as carefully as it was in a paper system. ☐

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DIFFERENT PHILOSOPHIES, SIMILAR APPROACH

Newspaper design:

BY ANN H. FISHER

When it comes to redesigning newspapers, consultants have some differing views, depending upon whether they place their emphasis on graphics or marketing.

But despite their orientation toward an eye-pleasing product or one that can be made more marketable, four leading consultants use a similar methodology, from careful analysis through testing of design prototypes to introduction of a "new" newspaper.

The four—three graphics consultants and one marketing expert—are:

- J. Bruce Baumann, assistant managing editor for graphics at The Pittsburgh Press, who was hired to update a newspaper that had not made major changes in graphics in 25-30 years.
- Mario Garcia, graphics director of the Poynter Media Institute in Florida and journalism professor at various universities, who has helped redesign some 17 newspapers.
- Robert Lockwood, director of Associated Press news graphics, who has served as design consultant for a dozen newspapers. One of his most recent projects was the redesign of The Christian Science Monitor.
- Stuart H. Schwartz, who has been associate professor of communication at Georgia State University in Atlanta and a marketing consultant for more than 50 newspapers. He recently was named corporate director of marketing for Lee Enterprises Inc., based in Davenport, Iowa.

Although the newspapers these consultants have served are quite different in many aspects, the methods they use to revamp editorial format and content tend to be similar. The process evolves through four stages—analyzing, consensus-building, prototype-sampling and modifying. The time span for a newspaper redesign varies from three months to three years. Consulting fees, Lockwood says, are based on the nature of individual jobs.

Schwartz, while using the same analytical process as his graphics-oriented colleagues, differs slightly in his approach. As a marketing consultant, he initially focuses on business aspects and the tastes of the community before analyzing editorial problems. Graphics is of secondary importance to Schwartz, who uses them as subordinate ways to increase circulation. His goal is to produce a marketable product.

To Baumann, Garcia and Lockwood, however, graphics is the top priority. If a newspaper already has a sound editorial policy, an increase in circulation may or may not follow redesign, they say. But both editorial content and graphics usually can be improved and made more compatible. The graphics consultants' goal is mainly to produce a solid editorial product, enhanced by graphics excellence.

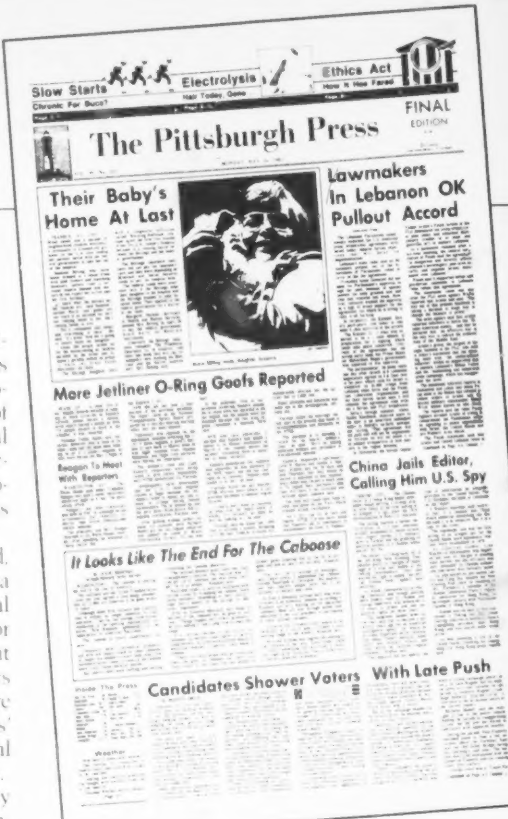
The consultants worry about flashy color and cutouts. Baumann quickly separates his newspaper's design from what he calls "the People magazine mentality of pop-ups, silhouettes, montages and collages" which, once out of control, can impair a newspaper's credibility with readers. Garcia limits his praise for USA Today to its role in increasing graphics awareness among newspaper editors and publishers.

On the other hand, marketer Schwartz encourages a newspaper's staff to "do whatever the heck they want" when it comes to incorporating new graphics.

"Everybody has color, so it's not that big a deal," he says. "You can use it to scream or shout, or make things very visible. We use as many gimmicks as seem appropriate to that area . . . color, reverses, pop-outs.

"I don't give a damn about aesthetics," adds Schwartz, whose projects have included The Telegraph of Painesville, Ohio, and the Quad-City Times of Davenport [presstime, April 1983, p. 30]. These two redesigned papers now resemble the flashy New York Post. "I first want to make sure that the paper has the ability to promote itself" by examining its ability to fulfill its public service role and analyzing what it is that readers want, he says.

Content studied. Regardless of their somewhat divergent goals, all four consultants begin their analysis of a newspaper's editorial policy by focusing on content as well as format. Schwartz reads the newspaper and looks at what has worked in similar communities. Lockwood subscribes to the paper for six months. Garcia studies it for three weeks and tells the staff to save seven days' worth of unused stories; this allows him to monitor editors' tastes by examining what they have rejected.


Slow Starts
Chronic For Bucs?
Electrolysis
Hair Today, Gone
Ethics Act
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Their Baby's Home At Last
Lawmakers In Lebanon OK Pullout Accord
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China Jails Editor, Calling Him U.S. Spy
It Looks Like The End For The Caboose
Candidates Shower Voters With Late Push
Inside The Press
Weather

Here's how one paper looked before redesign.

"I look at how graphics elements enhance content," says Garcia, a former reporter for The Miami News. "You can look at redesign journalistically or artistically—there are two completely different trains of thought.

"I don't go in for just the graphics," he continues. "If you have a cadaver, by me dressing it differently, I'm not going to revive it."

Lockwood, who previously taught design at the Philadelphia College of Art, supports the importance of a journalistic approach. "The content suggests the structure, which is design," he says. "My design is barebones and functional. It's not really attention to the design element but to the words."

In analyzing a newspaper's content, the redesigner considers its history. Publishers and editors are generally cautious

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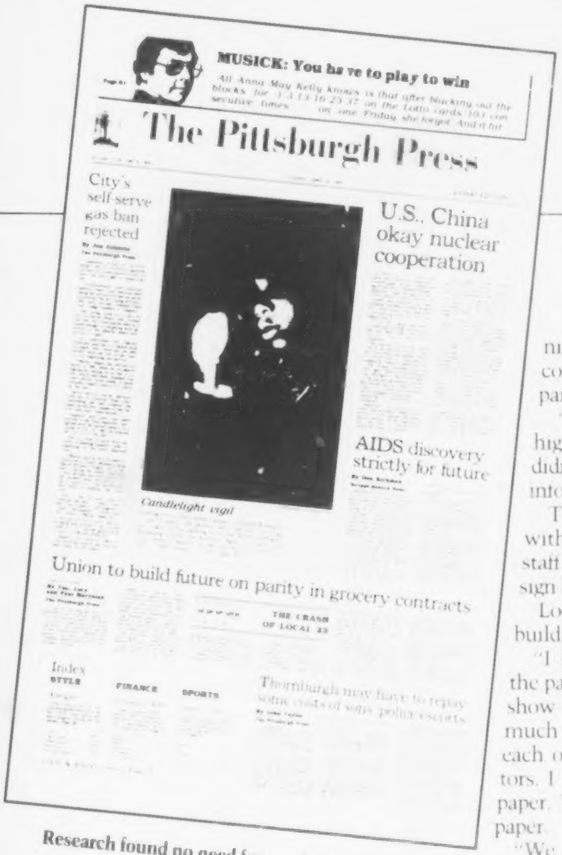
Fisher has just completed her studies for a master's degree in journalism from Ohio University in Athens. She is beginning her career as assistant editor of Meeting News, a monthly magazine based in New York City.

Four viewpoints



MUSICK: You ha ve to play to win

All Anna May Kelly knows is that after blocking out the blocks for 1 3 13 16 25 37 on the Lotto cards 103 consecutive times on one Friday she forgot. And it hit.

The Pittsburgh Press

City's self-serve gas ban rejected

U.S., China okay nuclear cooperation

Candlelight vigil

AIDS discovery strictly for future

Union to build future on parity in grocery contracts

THE CRASH OF LOCAL 23

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STYLE

FINANCE

SPORTS

Thornburgh may have to repay some costs of state police escorts

Research found no need for graphics gimmicks.

about sweeping changes—graphics or editorial—that may scare away readers. A certain amount of continuity should be maintained, consultants agree.

Garcia uses the Journal de Brazil in Rio de Janiero, one of his consulting clients, as an example. "That paper's 139 years old. It must have been doing something right for it to be around for so long," he says. "I don't go in and clean it out like a broom. You have to determine what should be saved."

Importance of research. Another major step is determining the newspaper's demographics. Who are its readers? What do they want from the newspaper? For answers, redesigners check the newspaper's marketing and advertising departments for readership studies done in the past five to 10 years.

Occasionally no studies have been done, as was the case at The Pittsburgh Press. Baumann, hired last year, did his own research on the community.

"I'd always thought of it as a mill town, but actually it was 180 degrees different because the steel mills were shut down," Baumann says. "I found people who like their culture, their entertainment. I found out what was available in the community; there were 16 colleges in the county, a strong symphony, a good parks and recreation program.

"I was dealing with an upbeat, higher education reader . . . who didn't need gimmicks—who wanted information," he says.

The redesigner then shares his ideas with those of the management and staff. This is the stage where the redesign begins to take form.

Lockwood views it as a consensus-building process.

"I help the editor and publisher get the paper they want. I become a guide to show them possibilities. We spend much time up front getting in step with each other . . . with marketing and editors. I assess each person's vision of the paper. This all becomes the body of the paper.

"We establish a design committee which represents the spectrum of [employees of] the newspaper and each department. This functions in two roles—to articulate visions and hopes and [to serve as] a working committee which helps as we go along.

"We're building slowly toward what they [news people] want. My role is to give them choices."

As ideas are exchanged, images become clearer. Garcia conceptualizes these images as newspaper pages, sketches them on tracing paper and then pastes up selected designs with different typefaces. Eventually some designs are printed as prototypes. The various images are evaluated and, eventually, some are accepted.

In the redesign of the Baton Rouge (La.) State Times, Garcia and the design committee gauged readers' reactions along the way by exposing test groups to different prototypes of page designs. They tested non-readers, readers, subscribers and single-copy buyers. Through the 19-month study, the committee discovered the original prototype was too drastically different from the existing design for the audience's taste. The design was modified.

Goals, trends. All four consultants interviewed hope to accomplish several goals through the redesign process.

They want to develop a personality for the newspaper that is distinct from its competitors.

They also want to create a better working environment—one that promotes journalistic excellence and pride in the product.

The consultants discovered redesign can stimulate the people who produce the newspaper.

When staff members become convinced the new format enhances their work—rather than detracts from it—interesting things happen, consultants note.

Baumann says the better display of photographs usually inspires staff photographers to produce higher quality work.

He described the improvements in some staffers' work as a "miracle."

Garcia cites the Owensboro (Ky.) Messenger-Inquirer as his favorite project because the newspaper changed so dramatically after the writers and editors "got a different sparkle" about them following redesign.

Schwartz has worked with staffs that were talented, enthusiastic and creative. "You'd be surprised at what these people came up with" after they saw the potential offered by a new design, he says.

After the redesign is implemented, the designers' role is limited. Baumann anticipates having more time to work on peripheral projects, such as designing periodic tabloids, for The Pittsburgh Press. Some newspapers retain their designers for continued consulting for a few months following introduction of the new design. Other papers are never heard from again following the changeover, leaving the consultants to wonder about the acceptance of their advice.

Do the redesigners see any graphics trends in newspapers? Lockwood voices the views of his colleagues when he says there is no real national direction in graphics change, because of the individual characteristics of newspapers.

"I see newspapers going a couple of directions. There can't be any one trend. Newspapers are too complex," says Lockwood. "They're like cities. You have to consider the dynamics in them, the layers of organization, the mix of editorial and management, deadlines, the ability to communicate effectively and quickly." □

The anonymous source has become an institution

BY MIKE FEINSILBER

I work as an Associated Press reporter in Washington, where I'll-tell-you-but-don't-quote-me is a never-ending game between reporters and news sources in which the reader is always the loser. Not long ago, I wrote a long AP takeout on the irksome problem of anonymous sources. When I finished, I took the oath: There'll be no more officials "who refused to be identified' in my copy. If people had something to say, they'd have to have their names attached.

Just about my next story was typically Washington: of utmost importance to a handful of people, obscure to the rest of the world. It was about a regulation adopted by the Office of Management and Budget after two and a half years of struggle designed to make certain that non-profit organizations with government contracts don't spend taxpayer dollars on lobbying activities.

Now on the telephone was a young aide to a Senate subcommittee that had been involved in the tussle over drafting the regulation. I wanted to know if OMB's final version was likely to pass the subcommittee's muster. It was a Friday afternoon, so there wasn't a senator in town. The aide was my only likely source.

He'd tell me, he said, what I wanted to know "on background." No dice, said I. And so we sparred. I ran through a litany of arguments. I talked about responsibility and credibility. I asked him if he weren't frustrated, as a consumer of news, by all the unidentified sources in the papers. I cited the pure innocence of the information I sought. I reminded him that he works, after all, for the People, who have a Right To Know.

No, he said, he works for the subcommittee chairman, and the senator likes to see his own name in the papers, not the names of his underlings.

So I wrote the story without the tidbit of information from the Capitol. But I mailed the aide a copy of my story on sources.

Hey, he said on the phone a couple of days later, that was a fine piece. He'd showed it to his wife, and she thought so too. She's a journalist, too, he said, working for a trade publication. Runs into the source problem all the time.

Well, would he now go on the record with the information I wanted?

Oh, no, he said, the senator wouldn't like it.

A lot of news out of Washington comes attributed to sources the reader can't identify for reasons as unconspiratorial as the Senate aide's. Some sources float trial balloons; some could get into trouble if they were identified; some lack truly sensitive information. But most talk only on the understanding they won't be more-than-vaguely identified for more mundane reasons—often because it is simply easier that way.

There won't be a flood of telephone calls from other reporters. There won't be challenges about the accuracy of what they've put out. There's deniability. Sometimes the purpose is mischievous; sometimes it isn't. But almost always there's a purpose. Sources talk to serve their ends, not reporters', not the public's.

The anonymous source has been institutionalized. Like reporters, he outlives changes in administration. It doesn't much matter who is President: At the White House, to make certain the spotlight stays on the President, not-for-attribution backgrounders are the order of the day when he is about to do something newsworthy.

Breaking that mindset is a vexing problem. But it would be dishonest to suggest that every reporter is vexed. Some are comfortable with the system. Some may feel they write more important copy if they can quote a source "in a position to know."

Some reporters who cover foreign policy, national security or the intelligence fields—source of much unsourced news—have sources with whom they have a permanent arrangement: no identification. Even raising the question would jeopardize the bargain, they say.

At the AP, we have rules. They don't solve the problem, but they alleviate it. The first, of course, is to not use anonymous sources for information that can be obtained from sources who can be identified.

Another is to give readers as much as you can to alert them to the source's identity, or place of business, or possible biases. Another is to tell readers the source "declined to be identified" or "spoke only on condition he would not be identified" so the reader will know why he isn't.

Finally, and most important, the source must only provide factual information, not a viewpoint. Unidentified sources can't be used to express opinions, to attack opponents or opposing ideas, or to put forth self-serving statements.

There's got to be a tradeoff—information in exchange for anonymity—and if it doesn't tip in the reader's favor, it ought to be left out.

Oh, yes. About my vow not to use anonymous sources. It lasted only a few days. I couldn't help it. That's just between us, you understand?

Feinsilber is a reporter in the Washington Bureau of the Associated Press. He encountered his first anonymous sources when he began reporting in Washington in 1968. Since then, he has covered Congress, economics, politics and the news media.

AP

Mike Feinsilber

'Buddy' Ward

Once a printer, now company president

BY PAUL KRUGLINSKI
presstime staff writer

He's not quite the Horatio Alger rags-to-riches archetype, but Minor J. Ward has moved rather quickly from some humble beginnings to a lofty perch as president of Atlanta Newspapers, which publishes The Atlanta Journal and The Atlanta Constitution.

After graduating from Atlanta's Murphy High School in 1953, "Buddy" Ward joined the Journal and Constitution as an apprenticed printer. Over the next 23 years, the jovial-but-demure executive moved up in this fashion: journeyman printer, assistant composing room foreman, assistant production manager, production manager, director of production and engineering.

After three years in the latter slot, and despite his lack of a college degree, Ward was elevated to vice president of production and engineering in 1979, and to vice president and general manager in 1982. His promotion last March to president was his fourth in eight years.

"He's been a fast-rising star in the newspaper business," says George Cashau, ANPA director/technical research. "He just keeps moving up."

Ward talks about his rise more modestly. With a characteristic Georgia drawl and Southern penchant for dry humor, he puts it this way: "The only thing I ever aspired to be was the general foreman of the composing room, (pause) which I never got to be."

To describe the 49-year-old, blue-collar-worker-turned-executive, people who have worked with him use such phrases as "clear, analytical thinker," "fine knack for controlling and handling people," "the kid next door," and, affectionately, "cocky little bastard."

"Buddy's got a very sharp mind," says Dayton Ohio "Tiger" Flowers, prepress manager in Atlanta. "He's an expert in technology, and he knows how to handle people."

Atlanta Newspapers

Minor J. "Buddy" Ward

Ink first got into Ward's blood in high school, where he "fell in love" with an old Linotype machine in a graphic arts class. At the suggestion of the class's instructor, Ward approached James B. Perry, then the Atlanta papers' composing-room foreman, and asked him for a job as a printer.

In his early experiences with the youthful Buddy Ward, Perry discovered qualities that set Ward apart: primarily, an ability to learn and to conquer challenges quickly, and to do more than is expected.

Perry, who is now retired, says that before hiring Ward, he had him take a state aptitude test. The test's evaluator subsequently reported, "He shouldn't be going out to be a printer. He should be going to Georgia Tech," Perry recalls.

Whereas the average apprenticeship for a printer was six years, Ward received his journeyman's card in four. And as Ward continued to display verve and creativity, he started climbing the rungs at Atlanta Newspapers.

Perry observes that many of the Linotype operators of that era were deaf-mutes who communicated with each other in sign language. While most composing-room supervisors used a crude, basic form of sign language to deal with the operators, Ward took classes and learned the language—well enough to use only one hand in communicating.

In one incident that Perry remembers, a deaf operator asked another who Ward was. Before the second deaf-mute could reply, Ward startled the first by using sign language to say, "I'm your new boss."

"He could talk to them as fast as they could talk to each other," Perry says.

That kind of innovative thinking has continued to serve Ward well in his newspaper career. As head of production for the Journal and Constitution during the 1970s, he was instrumental in procuring a bundle delivery system in the mailroom, a quiet room in the pressroom and an automated roll-handling system in the reel room—which were all avant-garde at the time. Ward adds, however—with characteristic modesty—"We've been more of a quick follower than a technological leader in the newspaper business."

Although it's a bit early yet to grade Ward as the papers' president, there are indications he will at least be a philosophical executive.

"Your success as president of a newspaper is dependent on the people beneath you," Ward suggests, adding that he has always endeavored to "make the employees feel significant to the organization."

He says the secret of having a loyal, responsive work force is making reasonable expectations of the employees one supervises.

And there are early indications the job will not alter the man.

"Even though he's president," says "Tiger" Flowers, "he still gets around to talk to the people."

Ward may be a quiet, family man—he lives with his wife, Faye, in Decatur, Ga., has four married daughters and enjoys fishing—but in the past few years he's started to develop a passion for car racing.

He accepted a challenge earlier this year to race in the Atlanta leg of the Renault/Facom Cup series and write about the experience. Although he finished 33rd, that standing met his goal of finishing higher than he started, 36th. In keeping with the character that took him to the presidency of the Atlanta newspapers, Ward says, "I just might do it again." ☐

A PENNEY EXECUTIVE'S THOUGHTS

What do retailers need?

Targeting advertising to prime customers in the face of rising costs and waste is the major goal, says J.C. Penney executive

BY RICHARD TREA

What does a major retailer want? That's certainly an open-ended question.

What does a major retailer *need*? That's more to the point.

Peter Drucker, the management consultant, says, "Business has only two basic functions—marketing and innovation." Certainly that applies to us who work in retail. It applies to you who work in the newspaper industry. It actually applies to all of us.

We have a lot in common. For one thing, many of the people you call "newspaper subscribers" are the same people we call "customers" and "potential customers."

Second, we all work in the same, highly competitive marketplace. We're affected by the same trends. And we have no illusions about that. We know we're in this together.

Third—and this is something to remind ourselves—we're all customers. When we advertise, we want to get our money's worth. Just like you want to get your money's worth when you shop at Penney's.

Incidentally, this last point finds itself in what we call "the Penney idea." These principles were adopted in 1913 and still guide our company to this day.

Let me share a portion with you. At J.C. Penney, our goal is "to serve the public, as nearly as we can, to its complete satisfaction." And from the service rendered, "to expect a fair remuneration and not all the profit the traffic will bear." Come to think of it, I get the feeling that the rates we're charged to distribute our preprints occasionally reflect a somewhat less benevolent idea.

Penney's spends 90% of its local media dollars with newspapers. We need dailies' continued cooperation in our advertising efforts.

Richard Trea

In any event, I don't need to go into much detail about J.C. Penney for a very practical reason: You probably already know a lot about our company—because you read newspapers.

Newspapers get nine out of 10 of Penney's local media dollars. So you see lots of ROP ads and preprints from us. What's more, editors have had a field day with Penney this past year, so you've also seen lots of headlines about us. For example:

- The Washington Post: "Big change in items set by Penney's"
- Los Angeles Times: "Penney sets $1 billion revamping . . . will focus on apparel, drop auto centers and durables"
- New York Daily News: "Penney in flip."

It's all true. We made big changes this year. We spent years planning our repositioning, so we knew where we wanted to go.

Do you remember the red queen in *Alice in Wonderland*? The queen was trying to explain her country to Alice, and she described it this way: "Now, here, you see, it takes all the running you can do to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that."

Well, we're ready to run as hard as we have to. We've committed ourselves to getting there. And we're spending a lot of money to do it *right*.

To be specific, we are spending $1 billion to reposition our stores.

What can this investment buy? It's buying excitement and "upscaling" for over 1,600 of our stores—many of which are located in shopping malls. Did you know Americans spend more time in shopping malls than anywhere outside their homes and jobs?

In fact, men and women meet as prospective lovers in shopping malls far more than they do in singles bars. Who knows what may develop in our newly designed Halston III departments? We can only hope that the relationships started there prove as exciting—and wear as well—as our merchandise!

You already know a good deal about us. But what do we want and what do we need? We want certain types of customers, and we need to reach them in print.

Who is one of our biggest target customers? She's really a department store

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Trea is market media manager of J.C. Penney Co. This article is adapted from his presentation June 11 to the 1984 ANPA Operations Management Conference & Exposition in Atlanta.

customer. She's fashion-oriented, and she wants good quality. She may already be a Penney's customer for the "basics," but she doesn't think of shopping at Penney's for fashion.

How can we reach all of our Penney customers—the well-dressed man as well as the woman? Through careful planning and aggressive action.

To do this, to reposition ourselves, we need successful media.

We're concerned about what we get for the money we spend. We're not content with efficiency. We need effectiveness. We're not content with total circulation. We need the match between circulation and our customers.

That's why we place so much emphasis on preprints. In fact, in the past few years, we have literally reversed our ratio of preprints to ROP advertising. In 1981, preprints made up only one-third of our print budget, but now they make up two-thirds of this budget.

Why this dramatic shift? Did we move to preprints just for budget reasons? No. We moved to preprints because they give us visual identity and quality control.

Think for a moment about Sundays in a typical American home. Visualize the Sunday papers being plopped down on the coffee table. Spilling out of it are maybe a dozen different preprints from all sorts of stores—Sears, Macy's, local discounters.

If we're not going to get lost in this shuffle, our advertisements need a strong visual identity. That goes for weekdays, too.

Preprints do a better job of giving us visual identity and quality control. They work harder for us than ROP ads. I don't have to tell you that a lot of things can happen to Penney's ROP ads between the time they leave our New York office and the day they actually run in a local newspaper.

With reproduction problems, placement problems, typesetting problems, creative problems, ROP has its drawbacks. That's why we're placing so much emphasis now on corporate preprints. They give us advertising that looks consistent, fashionable and professional.

What does all of this mean for you? I've outlined five things a major retailer needs to succeed in today's market. Some of these things apply to us in retailing. Others apply to you in the newspaper business.

Taking a look at our own shop, we need to cut waste. We have to target our own audience, which is our responsibility, not yours.

From you, we need circulation by ZIP code that's listed to show both home-delivery circulation and street sales. We have asked for this since 1976. So far, fewer than 75 papers have provided us with audited circulation by ZIP code.

You may ask, "What's in it for us? Why should we bother to do this for you?"

It seems to us that newspapers would benefit by identifying circulation by ZIP code. If you find yourself weak in a particular ZIP code area, wouldn't you want to concentrate on that area to strengthen your readership?

If you do a better job of meeting the marketing needs of retailers, wouldn't that make you more competitive, more able to get a good piece of the pie in today's scramble for media dollars?

We need greater flexibility in preprint zoning. Let's examine together the possibility of further developing effective coverage within our trading area for maximum productivity. For example, being afforded the opportunity to select from among several smaller preprint zones, we could tailor our own distribution patterns.

We need good media research, not just more research but more meaningful research—the kind of information that will help us do our job better. An example is a merge/purge function of your subscriber list with our credit customers. It would give us the opportunity to explore more efficient scheduling of our selling messages.

Also, wouldn't it prove more helpful if you ask for our suggestions *before* a research project is done instead of *after* you present it?

We also need media representatives who are salesmen-plus, marketers in the truest sense of the word.

We at Penney talk with hundreds of reps each year. Many are interested in a retailer's concerns. Many are sincerely interested in our success. It's no coincidence that these are the reps who do better.

Five years ago, our retailing needs were often met with, "No, that's not possible." Today, we're more likely to hear, "Let's talk about it." That's progress. And that's good for both of us.

We need the opportunity to *target* our advertising to our prime customers, and we need to do it in the face of obvious waste and rising costs. In other words, we need your continued cooperation and assistance. I feel certain that I speak for all major retailers when I say this. ☐

NEW!
Standard Ad Unit GRID SHEETS

MPS has the new 13" SAU™ grid sheets in stock for immediate delivery. Now available are broadsheet grids for 6 columns, for 6 and 8 columns and for 6 and 9 columns. A matching 5 column tabloid sheet is also ruled with the new SAU™ column sizes. In addition 5 sizes are in stock for make up of ads less than full page sizes.

Free samples are available. Call Dick Morton at 1 800 621 1507 to discuss your SAU™ grid sheet requirements.

MPS. MIDWEST PUBLISHERS SUPPLY COMPANY
4640 N. Olcott Avenue, Chicago, IL 60656, (312) 867-4646

WE'RE STUBBORN

We get stubborn when it comes to good ideas.

Like the complete publishing system for newspapers, magazines, and pre-press operations . . . an idea we're tackling with tenacity.

But it's more than an idea with us.

It's a commitment.

A commitment to deliver the integrated system publishers repeatedly tell us they want.

A system that builds on the excellence of Atex Editorial and Advertising front-end systems and provides small, medium and large publishers with a hardware and software path to the future.

A system that ensures each publisher's investment against equipment obsolescence.

You've got to be stubborn to stick with a project that big.

You've got to be smart to make it work.

And you've got to have behind you the resources of a company like Eastman Kodak.

Today, Atex is delivering on that commitment to a total publishing system.

Atex Editorial, Classified, News Layout, Classified Pagination, and Integrated Advertising systems are working hard in newspapers, magazines, and

Offices: Bedford, Chicago, Dallas, New York, San Francisco, Tampa, Washington, D.C. Copenhagen, Dusseldorf, Frankfurt,

BUT SMART.

service bureaus around the world.

Meanwhile, in our R&D labs, we're working hard on the rest.

This is all part of an exciting new Atex concept called the Total Publishing Environment (TPE).

TPE is the total integration of the editorial, advertising and production functions.

It is the ability to create and manage all page elements … and to output full pages with all those elements in place.

With TPE, Atex is delivering the next generation of electronic publishing systems.

We'd like to tell you more. Just write us.

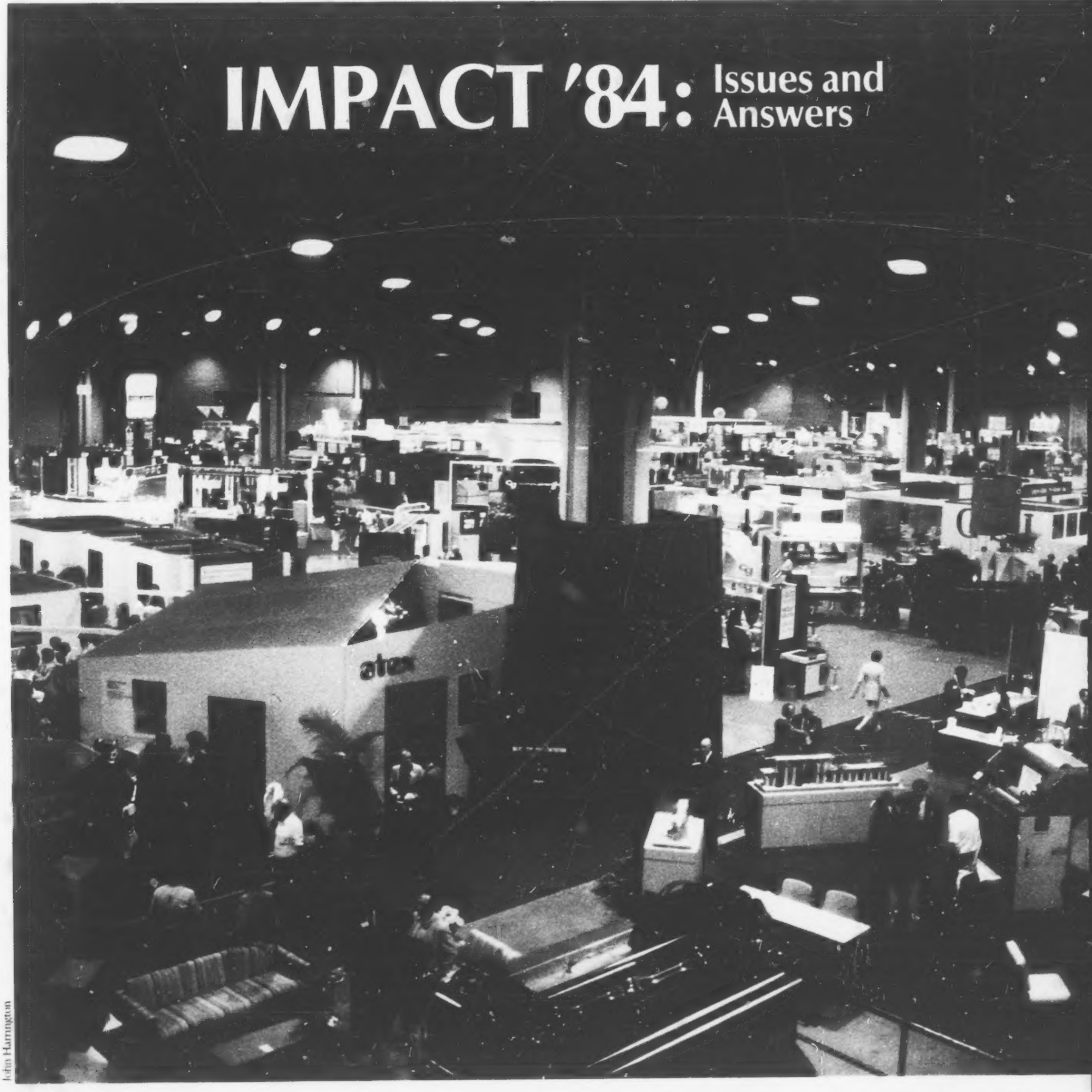
Sure, we're stubborn, but we're smart.

atex
A KODAK COMPANY

Atex, Inc.
32 Wiggins Ave. MS192G
Bedford, MA 01730
(617) 275-8800

Hamburg, Helsinki, Johannesburg, London, Madrid, Melbourne, Milan, Munich, Oslo, Paris, Rome, Rotterdam, Sao Paulo, Stockholm.,

IMPACT '84: Issues and Answers



John Harrington

Candid Conference, expansive exhibits make Impact '84 a technical knockout

Impact '84—Issues and Answers" packed a wallop. From the no-punches-pulled presentations on postal issues to the heavyweight exhibits in the two wings of the Georgia World Congress Center in Atlanta, the 56th Annual ANPA Operations Management Conference & Exposition was a champion.

In terms of size, the show was a knockout. The amount of exhibit space was unprecedented for a display of newspaper equipment and supplies—about 240,000 net square feet, the equivalent of nine football fields. In 1980, the last time the ANPA show was held in Atlanta, the exhibits filled 195,000 square feet in the then single-hall center. This year all of the original building and two-thirds of the new wing were occupied by companies whose products help the newspaper business stay abreast of the latest in technology.

Although not a record setter in terms of attendance, the June 9-13 event attracted about 11,000 people to sunny and dry Atlanta, exceeding the 10,524 who attended last year's Conference & Exposition in Las Vegas.

Suppliers seemed pleased not only by the raw numbers but also by the representation of so many key newspaper departments among the attendees.

A preliminary study of the attendance figures showed that among the folks easing their way up and down the miles of aisles were the following newspaper people: 825 publishers, presidents and directors; 1,298 vice presidents, controllers, general managers, business managers and treasurers; 1,584 production managers, plant superintendents, data processing managers and technical directors; 1,628 foremen, supervisors, assistant production engineers, assistant managers, engineers; 682 managers of advertising, marketing, personnel or mailrooms, and 286 editors, reporters and librarians, and many others. There were also more than 600 visitors from outside North America in attendance.

The mood? It was expansive, as an ANPA survey earlier this year indicated it probably would be. That survey found that 460 U.S. and Canadian newspaper plants expect to spend a record $960 million this year on new equipment, plant expansion and modernization [presstime, May 1984, p. 84].

One speaker took note of the fact that Atlanta is headquarters for cable-TV magnate Ted Turner, who predicted at the 1981 ANPA Convention that newspapers would be out of business in 10 years.

"I would like to say today that I hope Ted lives to be an old, old man," said Charles E. Glover, president of Cox Enterprises, which publishes Atlanta's two daily newspapers, "but there is one thing I can assure you. When Ted does finally pass from this vale of tears, the Atlanta Journal and Constitution will print his obituary."

The speeches and symposiums that followed Glover's welcoming remarks affirmed that technology is helping to improve, not to replace, newspapers.

For persons looking for a unifying theme, Richard J.V. Johnson provided one in his first major address to an ANPA gathering since being elected the Association's new chairman and president in Montreal in early May. "During the past two years, the emphasis at this Management Conference & Exposition has been on quality," Johnson observed on the opening day. "Perhaps now is the time to add a new dimension to 'quality,' a dimension of 'effectiveness.'"

Johnson, president of the Houston Chronicle, defined "effectiveness" as "the sum total of doing all our jobs extremely well, so the maximum results accrue to customers and in turn to our newspapers."

Day 1 also held the Conference's most dramatic moments—a three-part presentation on the postal ratemaking case now being heard in Washington, D.C.—specifically, on the rates for third-class mail, which has become an increasingly popular means for advertisers to distribute their preprinted ad circulars.

It began with an explanation of the complex, third-class rate issue and newspapers' position on it by Otto Silha, chairman of the newspaper industry's Postal Task Force. It continued with Postmaster General William F. Bolger's defense of the Postal Service's stance in the case. And it closed with a presentation of his company's views by John A. Valentine, president of Advo-System Inc., the biggest third-class mailer in the country.

Unlike the other two days of the Conference, the entire first day's program was comprised of a General Session, devoted to the subject of "distribution."

The remaining two days were structured with early morning General Sessions on color and product quality (Day 2) and "efficiencies" (Day 3), followed by break-out symposiums on timely topics: color reproduction, environmental issues, telecommunications, press decisions, newsroom electronics and personal computers.

As informative as the Conference speakers were, as usual the stars of the show were found in the exhibit halls. Appropriately, the subjects discussed in the meeting rooms found metal and plastic incarnation in the technological extravaganza on the exhibit floor.

The two most vivid impressions from touring the vendors' displays were the pervasiveness of computers in newspaper operations and of color on today's—and tomorrow's—newspaper pages.

Next year the show moves to New Orleans before returning to Atlanta in 1986. Even while this year's event was going on, some 197 exhibitors contracted for 281,000 square feet of floor space in the two New Orleans' exhibition halls that have been rented to accommodate the steadily growing ANPA show. ☐

More than 200 vendors wow the publishers with 9 football fields worth of exhibits

BY PAUL KRUGLINSKI
presstime technical writer

The equipment exhibit at this year's Operations Management Conference & Exposition was a hardware mirror image of the Conference themes—quality color reproduction, distribution and mailroom issues, pagination and the proliferation of personal computers at newspapers.

The 223 companies exhibiting those and other wares occupied a record 240,000 square feet—the equivalent of nine football fields—in the Georgia World Congress Center, and in the process gave the world's largest newspaper trade show a different look from last year's edition in Las Vegas.

Notably absent this year were the numerous "live" runs of flexographic and offset newspaper presses. Present in abundance were pagination and electronic prepress demonstrations that were recapturing their dominance of past shows.

Also, distribution and mailroom exhibitors staged an impressive array of new equipment demonstrations, and the myriad personal computer applications validated the belief that microcomputers are now a fixture in newspapering.

Finally, even though not a drop of rain fell on sunny Atlanta during the show, a veritable rainbow hung over the Congress Center for the five days of the event. Color, color everywhere. Sensing the swing in the business toward greater use of color and higher quality of its reproduction, the vendors pulled out all the stops in displaying and demonstrating equipment to achieve that result. Even the exhibits themselves seemed to be more colorful this year.

Another trend detected—it was mentioned in remarks to the Wednesday General Session by George A. Alexander, associate editor of Seybold Publications Inc.—was the diminished presence of videotex and cabletext vendors on the exhibit floor compared with two years earlier.

John Alston, program manager for Atex Inc., theorized this was because newspaper people interested in such products attended Videotex '84 instead.

If those were the major themes of the Exposition, here are details of some of the new equipment, products or services demonstrated in Atlanta:

Electronic prepress.

No less than 50 electronic prepress vendors, 23 of which were pagination firms, introduced, displayed or demonstrated a variety of front-end and electronic page-makeup equipment. These included complete pagination systems, ad-makeup terminals, graphics workstations and personal computers as page-makeup devices. Many demonstrations were interactive displays using products marketed by different vendors, the result of original-equipment-manufacturer agreements.

Besides Westminster Software Inc., which demonstrated a pagination program on a personal computer that drove a Linotron 202 typesetter, the show had these exhibitors displaying new elements of pagination systems: Harris Corp., Liber Systems Inc., Nihon Information Center, Cybergraphic Systems Inc., Scitex Corp. and Xerox Special Information Systems.

Harris displayed for the first time its 8300 PLS page-layout system with four workstations. The firm used an ImagiTex 5158 scanner interactively with its system to compose full pages electronically with text and graphics. The pages were then typeset, without graphics, on a Harris 7700.

Liber had an interactive demonstration producing full pages using its TIPS pagination system with a Digital Equipment Corp. VAX 11/750 mainframe, a Monotype raster image processor and a Chemco NewsScan laser output device.

Nihon (NIC) had pagination demonstrations within the booths of two other companies, EOCOM Electronic Systems and ECRM Inc. Using the ECRM Autokon 8400 scanner, the firm showed its Personal Composer, an electronic page makeup system that uses MS-DOS personal computers.

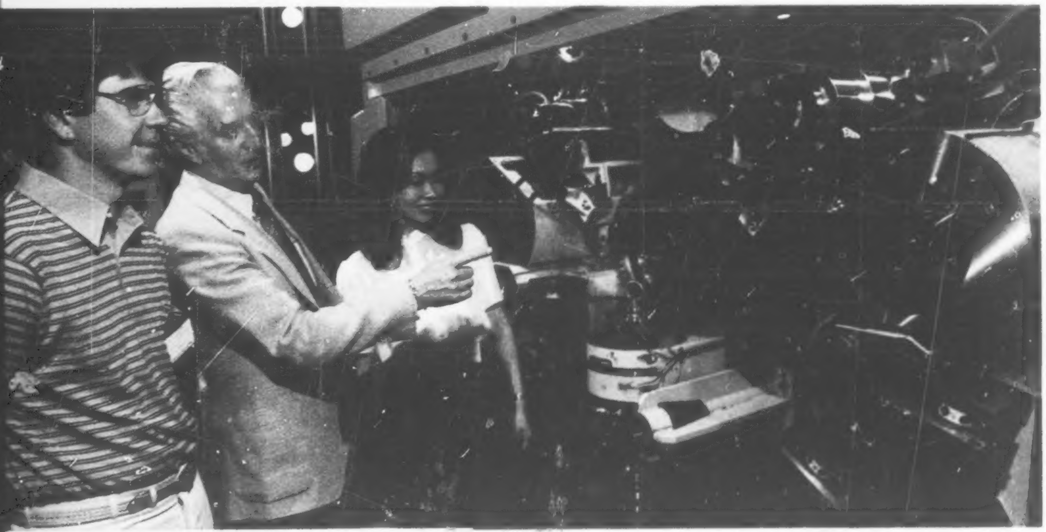
Cybergraphic, a two-month old pagination firm with Australian roots, demonstrated an interactive system using its front-end terminals, VAX computers and an ImagiTex scanner, and driving both a Lasercomp output device and a Linotron 202 typesetter. Components of the demonstration included CGS 100 data-entry accounting terminal, the Model 250 classified and editorial terminal, and the CGS 300 display-advertising makeup and graphics editing workstation.

Scitex showed three systems that allow color graphics to be electronically manipulated in a pagination environment. Pre Sponse is capable of color correcting, enhancing and altering tones of photographs scanned into the device. The Pixel workstation allows separate files of color graphics and photographs to be manipulated and merged together. The Visitager system, the most sophisticated of the three, was shown interactively with an ECRM Autokon 8400 and Hell scanner.

Xerox demonstrated its 1100 electronic page layout workstation, a component of the pagination system the firm is developing.

Among the regulars at the show, Autologic Inc. came with its new APS Micro 5 CRT typesetter which it said can set both graphics and text. The attention grabber at the booth was an interactive demonstration of broadsheet graphics and text output using an APS Micrcomposer, an

At left: Carlson representative Virgil Snow (right) discusses his firm's automated plate bender with Exposition visitors.
Below: Kim Breese (left), vice president/operating services group for Dow Jones, checks out innards of the TKS offset press with James R. Price of Taft Equipment Sales Co. and his wife, Kyoko Price.



Alan Tepper

ECRM scanner, the new DEC VAXstation 100 graphics terminal, the new VAX 11/750 mainframe and a APS-5 100G typesetter.

Xenotron Inc. added its new ArtMaster graphics editing terminal to the PageMaster and AdMaster pagination terminals. Using its XTPS 7800 front end, the firm produced full pages on phototypesetting paper, film and plates using a Datrax 760 output device. The new VAX 700 series of computers drives the system. The firm also showed its new XP-12 laser proofer, which allows proofing of graphics produced on the ArtMaster.

Information International Inc. brought its new 4500 Display Ad Makeup Station into its pagination demonstration. The firm said the device "fills a hole" in its page-makeup system and interacts with both the system or typesetters. Triple I also demonstrated the VideoPrint 300 Laser Page Recorder, a broadsheet plain paper proofing device.

Crosfield Data Systems Inc. had an interactive pagination demonstration using a Hastech PagePro layout workstation, a Camex BitCaster and a Monotype raster image processor driving the firm's Datrax 760 and producing broadsheet pages on phototypesetting paper, film and offset plates.

Atex Inc., using the Camex Breeze graphics terminal and Camex SuperSetter, had an interactive demonstration that produced fully composed pages with graphics.

Compugraphic Corp. put its new Personal Composition System, featuring Apple Computer Co.'s Lisa personal computer and the 8400 typesetter, to work composing and producing both graphics and text.

EOCOM showed its new Laserite 200 laser scanner, which can be used either as a digitizer for a pagination system or an output device from a system. The firm also demonstrated the Laserite 5e, which can store up to 128 pages and rotate pages 180 degrees when plates are being produced.

Monotype Inc. demonstrated the new Lasercomp Mark IIi, the 70-pica version of the Lasercomp Mark II, running directly with a LogE processor and producing text and graphics.

Systems.

In the front-end area, C Text, a first-timer at the show, demonstrated—on IBM PCs in a so-called Ethernet local area network—an editorial text-entry and editing system, a classified ad-taking and billing system, a library filing system and display-advertising makeup packages.

Concept Publishing Inc., another new vendor, demonstrated its editorial, classified and display advertising packages on Apple PCs, but the system did not drive typesetters.

Mycro-Tek demonstrated its 1100 Plus front-end system in a local area network. Components include the Touch Writer Plus with 3.5-inch microdisk drives and Touch Write terminals; both types of machines can double as classified advertising and editorial workstations. The system features the new Ad Touch desk-top display-advertising makeup terminal. The firm also introduced Composition Plus, a data processor that features format-driven modular page-makeup to drive typesetters.

Newspaper Electronics Corp. introduced its Amicus classified and editorial system featuring the AS-500 terminal. The firm claims the system has the fastest hyphenation and justification program of any system and is designed to be used with high-speed typesetters.

Atex demonstrated a new ergonomically designed text-entry and editing terminal that shows text in eight shades of gray. The terminal displays text in either black on white or white on black, and it allows operators to scroll copy slowly.

Penta Systems International Inc. introduced a new editorial terminal that is a component of its pagination system.

Mergenthaler Linotype Co. arrived with its new Typeview 300 preview terminal for use by news and classified display-advertising departments.

Terminal Systems Corp. showed two new terminals: the Newsroom Model 930 with an electronic mailbox that can automatically receive and send stories from remote sites, and the Newsroom Model 940 that captures wire-service copy.

Composition System Inc. demonstrated its new System 2000, a VAX-based editorial and classified system. The firm said the system, which has page-layout and assembly capabilities, will be the center of its entry into the pagination field.

Executive Productivity Systems Inc.

Scale model of CIP Inc.'s Dalhousie, New Brunswick, newsprint mill is explained by company official Kurt P. Brandt.

displayed its new NEC PC-8201A portable computer, a direct competitor to the Radio Shack TRS Model 100. The firm said the device has an ergonomically designed keyboard, easy cursor controls and added memory storage.

Applied Printing Technologies Inc. showed the Delta Data "Demon" microcomputer as a text-entry terminal and the "Little Demon," a 32-kilobyte portable computer that also competes with the Model 100.

Significant to Systems Integrators Inc.'s demonstration of its front end this year was the introduction of "soft key," a combined hard and software development. The new keyboard has eight undefined keys that correspond to eight "windows" on the status line of the screen whenever the operator calls up any of a variety of menus. The keys' operations are defined by the function of the corresponding screen window. The firm said the advantage of soft keys is that users no longer have to remember commands.

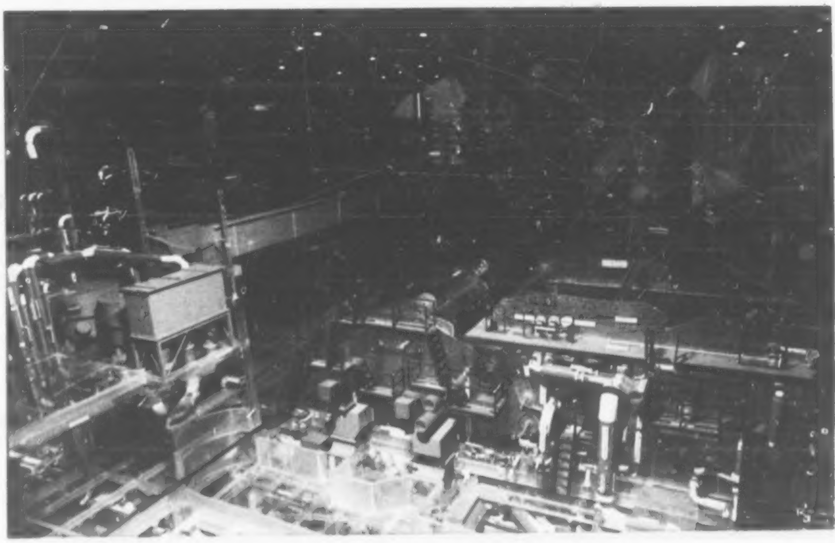
Compugraphic showed its remote diagnostic system, which automatically monitors systems and alerts system managers of front-end failures.

Pressroom.

Two somewhat opposing phenomena were evident in the pressroom exhibits: the absence of live runs of offset and flexographic newspaper presses, and the presence of operating commercial offset presses.

Again, the theme of quality color reproduction, particularly in the preprint area, threaded through the booths. As one vendor put it, those newspapers that do not now print their advertising inserts will be doing so in the not-too-distant future. Also, there were demonstrations of a variety of devices designed either to improve start-up or to reduce waste.

Solna Corp. ran one unit with a color halfdeck of its Solna Distributor F25B offset press. The press printed an eight-page tabloid product with spot color at 25,000 impressions per hour. The firm said the press can handle up to eight webs and is designed to compete with the popular Goss Community press.


Alan Tepper

The star of the exhibit of Rockwell International's Graphic Systems Division [Goss] was the new C-150. The four stacked units with a dryer produced a process-color preprint-type product. The firm also had a one-unit, static display of the Goss C700 commercial offset press that can run at 70,000 impressions per hour.

Web Press Corp. introduced two four-color units of its Quadra-Color commercial offset press which printed an eight-page, process-color tabloid product at 20,000 impressions per hour. This press, too, is designed to print inserts.

Harris Graphics Corp. had a static display of its new NC 450 offset press, which the firm said can double as either a newspaper or a commercial press.

TF&E Inc. displayed its web tension controller that the firm said enables a pressman to take care of web tension at the folder.

Perretta Graphics Corp. showed an automated ink-fountain preset system that consisted of a digital scanner, EEPROM [electrically erasable programmable read-only memory] microprocessors, a control console and automated settings on the ink fountain. The system determines the density/non-density areas of an exposed offset plate and stores the digitized information on the EEPROM chips; they in turn feed the information into the control console, and it makes the ink settings on the fountains of the appropriate units.

Similarly, M.A.N.-Roland USA Inc. had a simulated demonstration of its Programmable Press Control; it controls ink settings on an ink-rail system, fountain settings in the dampening system, web tension and all unit and angle-bar compensation. The company also featured a static display of its flexographic unit that will be installed at The Miami Herald.

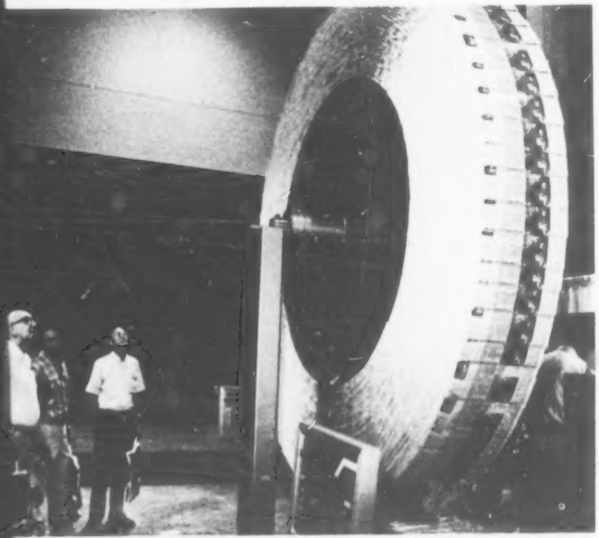
I&E Press Control Systems Inc., a first-timer to the show, introduced its computerized press reporting system that monitors press operations and newsprint and ink consumption. The firm said the system gives newspapers the ability to determine the origin of printed waste.

One attention-getter was IDAB Inc.'s trackless, automatic roll-delivery system: A computer-guided vehicle follows a wire planted beneath the floor in transporting newsprint rolls from point to point.

Distribution.

Mailroom equipment shared the show's spotlight with pagination and personal computers. While there are always product improvements to be featured, this year there were significant introductions of new equipment.

Part of Goss's press demonstration included the showing of its new GPS Conveyor System, a single-grip newspaper



Muller-Martini inserting-machine wheel dwarfts visitors to the exhibit hall.

Margaret Genovese

conveyor.

Ferag Inc. demonstrated its single-grip conveyor and inserting drum in on-line and off-line modes.

Quipp Inc., a new firm formed by two founders of IDAB, showed "Big Red"—a stacker/counter stacker—along with a flat-belt stream conveyor, a roller slat conveyor and a bottom wrap device.

PacePack International Inc. introduced its jogger/counter stacker using a two-unit Goss Urbanite on-line with a belt-stream conveyor, a power turn—a conveyer that allows bundles to make a 90-degree turn—and a Signode tying machine.

George R. Hall Inc. featured its new belt-stream conveyor, which the firm said can be retrofitted for existing Hall wire conveyors. The demonstration included a counter-stacker monitor, a bundle scale, a bottom wrap, a tying machine and a distribution belt conveyor.

Harris Graphics operated its NP-1472 inserting machine in tandem with its new RS-25 signature/counter stacker. The firm said the device is designed to stack preprints or magazines to be used for further processing or mailing.

Muller-Martini Corp. featured its Print Roll System, which it called an "on-line finishing system with buffering capabilities." Essentially, the device is a wheel that stores newspapers and preprints for later insertion. The device allows a press to operate at full speed, while the inserting operations can be performed at less than press speed. The firm also demonstrated its Model 321 TV Program Stitcher that folds, stitches and trims preprint products, and its Model 311 Rotary Trimmer that can trim preprints on three sides at 75,000 copies per hour.

McCain Manufacturing Corp. showed the McCain PB 2000, a device that can fold, saddle stitch and trim tabloid products into smaller supplements.

Signode Corp. drew interest with its SpiralGrip Packing System that automatically wraps palletized preprints in sheets of plastic. The firm also showed its Loop 1000 strapping machine that automatically ties single, rolled newspapers that are to be mailed.

Camera, composing and platemaking.

Monotype introduced its 70-pica Lasercomp Sprint typesetter that sets only text.

Mergenthaler showed the CRTronic 200 and 300 desk-top typesetters.

Xitron Inc. had its new XM-16 Multiplexer, a controller that allows up to 12 terminals to drive four typesetters simultaneously.

Chemco Photo Products Co. brought its Power Plater 7, an electro-photographic direct pasteup-to-plate imaging and processing system. The firm said the system can handle plates up to 26-by-36 inches.

Visual Graphics Corp. demonstrated its Daylighter 350 daylight-operating diffusion-transfer stat camera. The firm said the product is used for screening halftones and creating reverses and positives on photographic paper or film, and it produces broadsheet pages at the same size.

Du Pont Inc. took Cronaflow, a film and processing system, to Atlanta. The firm said the film contains its own developer and uses low-silver content with a black pigment to create 100-percent opaque and clear areas when processed. The processing system is essentially water-and fixer-based. Du Pont also introduced its Cromacheck color-proofing system that features peel-apart transparencies requiring no chemical processing.

LogEtronics Inc. displayed its new EXCEL 26 deep-tank rapid-access film processor. Both Triple-I and Cybergraphics used the device in their pagination demonstrations. LogE also demonstrated the LogEline 25 processor.

NAPP Systems (USA) Inc. showed its NP Automatic photopolymer plate exposure and processing system that can process and bend 150 plates per hour.

W.R. Grace & Co. demonstrated its News Image photopolymer platemaker that produces both letterpress and flexographic plates. The firm said the device can reproduce 85-line screened halftones and can process 120 plates per hour. Also demonsrated was the Multiline VP-1000 optical verification system for validating plate registration.

3M Newspaper Markets used its Deadliner Platemaking System to produce process-color plates that were run on a duplicate of the C-150 commercial offset press demonstrated at the Goss booth.

Graphic Enterprises Inc. demonstrated its PM 300 pasteup-to-plate system that allows for the production of offset plates without the use of film.

Royal Zenith Scanner Division produced process-color separations on its 4050 scanner. The film was processed through a Du Pont 24L processor using the new Du Pont Cromacheck proofing system.

Software.

Virtually every software vendor went to the show with improvements to their packages, but several were particularly noteworthy.

Atex's demonstration of news layout and classified pagination on its new Integrated Advertising System drew considerable interest, as did the demonstration of the Batelle Library System on an Atex front end.

Atex said its new IAS, which runs on its front-end system, "addresses both display advertising and classified order entry, providing centralized production control for tracking, reporting, billing and display/

retail text input."

Autologic demonstrated a new classified package that runs with its editorial software. The firm said newspapers can use their own formats, rates and publication tables with the program.

Penta demonstrated on its new editorial terminal basic file management and editing software, electronic mail and a spreadsheet program.

Publisher's Data Systems Inc. added an advertising/accounts receivable to its software line.

Stauffer Media Systems Inc. introduced its Newspaper Business System program that runs on the new Burroughs 95 minicomputer.

Western Computer Services also introduced an advertising/accounts receivable package. The firm said the program runs on Burroughs' B20 series of minicomputers, including the XE 520.

Whalen Computer demonstrated its Total Market Coverage and Circulation Control business software on IBM PCs.

Data Sciences Inc. used a Texas Instrument PC as a terminal to run DSI's business software.

Applied Printing demonstrated its new TMC circulation management system that runs on an IBM PC.

Collier-Jackson Inc. demonstrated its new fixed-assets accounting package.

Computek Inc. introduced its Total Market Circulation Package.

Management Analysis Co. Information Systems Division, a new vendor to the show, introduced a package, currently in use at the Los Angeles Times that can track text, graphics and other library files.

Telecommunications.

Despite the fewer entries in the field, there were some interesting additions to the telecommunications lineup at the 1984 Exposition.

Digital Equipment showed its new videotex software products. VAX VTX is designed to operate a corporate videotex system, runs on any of DEC's VAX family of computers and uses a business' existing office-automation products, such as word processors, as terminals. PRO/Videotex is designed to operate a stand-alone public access videotex service and runs on a DEC Professional 350 personal computer. PRO/NAPLPS allows the Pro-350 to serve as a terminal for videotex services using the North American Protocol Level Presentation Syntax data transmission code.

At the Autologic booth, Volt Delta Resources, another division of parent company Volt Informaton Sciences Inc., showed Voltex, a service that will design and build databases for videotex systems.

Mycro-Tek introduced the Mycro Vision Max "product-life battery" that allows character generators to operate during power failures. The firm also demonstrated its new, low-cost line of Mycro Vision character generators.

Commex Ltd., a first-timer to the show, demonstrated its new Distributed Network Processor, currently in use at Dow Jones & Co. Inc., which allows systems that cannot capture data transmitted by satellite to do so.

WSI Corp., another newcomer to ANPA, showed its service that provides weather pictures and data for use in newspaper meteorological reports as well as television. The firm also markets the Autocam 1 system that can capture and reproduce on slide film the weather graphics and data.

AT&T was represented by two booths, one for AT&T Communications, the other for AT&T Information Systems, a separate AT&T subsidiary.

AT&T Communications featured its new high-speed data transmission services, SKYNET and ACCUNET. Both transmit digitized text and graphic information at 1.5 megabits a second, one via satellite, the other using terrestrial technologies.

AT&T Information Systems presented newspaper applications for several of its new products. It showed how newspaper distribution could be tracked using its 3B2 Model 300 computer and portable data entry terminals. It also demonstrated how its Automatic Voice Response System, a telephone answering device that has a 2,000-word vocabulary, can be used to record such things as newspaper stop/start information from subscribers.

BellSouth, one of the divested regional Bell operating companies, also had a demonstration of the PulseLink packet-switching network developed by Southern Bell for Viewtron videotex service.

Miscellaneous exhibitors.

DEC took a unique route in the exhibition of its products. Its new VAX 11/750 mainframe was a component in many pagination demonstrations, and Autologic demonstrated the new VAXstation 100 graphics terminal. Within its display, DEC demonstrated a new office videotex system and DECtalk, a word-to-voice synthensizer, on its personal computers. The firm gave the rest of the booth to Freeman-Mayhew, a software vendor, to Data Times division of Datatek Corp., a library systems firm, and to NSSE. Associates, a newspaper front-end producer. All demonstrated on DEC equipment.

Muirhead Inc. demonstrated its photo-editing Electronic Picture Desk, a system consisting of a control console, a DEC VT220 terminal and a high-resolution television monitor. The firm said the system is used to select, crop, enhance, size and rewrite captions on photographs received as negatives, reflective prints or wire photos.

Canon USA Inc., a new vendor, showed its NP-2436 plain-paper copier that reproduces at the same size two broadsheet newspaper pages simultaneously.

Titus Communications, another newcomer, showed what it called Speech Recognition in a Keyboard using an IBM PC. Essentially, the exhibit demonstrated the practicality of using voice commands interactively with a computer to perform such rudimentary functions as moving the cursor.

The Associated Press demonstrated its Laserphoto receiver that now can handle transmissions of photographs from international points. It also showed its small satellite dishes of 24, 30 and 48 inches in diameter.

Awards.

In Editor & Publisher magazine's annual judging for the best exhibits, Ferag won first prize in the large-island-booth category, CIP won the small-island-booth category, while Infomed Corp. won in the non-island division.

In Eastman Kodak Co.'s annual "Run-for-the-Money" newspaper color reproduction contest, the St. Petersburg (Fla.) Times and Evening Independent won the first-place award.

Johnson sets tone by noting milestones in technology's evolution over last two decades

Session Day June 11

- A call for effectiveness
- Postal confrontation
- Retailer sounds off
- Inserting preprints

Using the newspaper business' recent emphasis on quality as a starting point, ANPA Chairman and President Richard J.V. Johnson opened the Conference with a call for a "new dimension" to the effort—effectiveness.

"Effectiveness," said the president of the Houston Chronicle, "is more than efficiency. (It) is really the sum total of doing all our jobs extremely well, so that the maximum results accrue to customers and in turn to our newspapers."

The forum was appropriate for Johnson's message that "technology has been a major factor in the revitalization of the newspaper business in the past decade." For two floors below the auditorium in which the ANPA leader spoke was "the most advanced and comprehensive newspaper equipment exhibition ever held under one roof," he noted. The exhibit space alone was 15-percent greater than any other in the 56-year history of the show.

With attendance of about 11,000, this year's Conference & Exposition was in marked contrast to the first such show that attracted 83 publishing executives to Harrisburg, Pa., in 1927. (The show was not held in 1943.)

The growth of the show is indicative of the type of progress that has keyed more changes in printing and production technology in the past 20 years than were made in the previous 400, Johnson said. He noted several of the milestones:

- Computers have significantly reduced costs in pre-press operations while page-processing time has been reduced—enabling newspapers "to publish more special sections with fresher news and improved graphics"
- Electronic pagination now is a fact for many newspapers and, "in a few short years," will be a reality for most
- The simplified press, based on the ANPAPRESS™ concept, has resulted in better technology and more effectiveness
- Lower energy costs have accrued from the efforts of many papers to move beyond conservation programs to actually generating power in their own plants
- Quality reproduction strides are being made in all newspaper printing
- The combining of all ANPA functions under one roof at The Newspaper Center in Reston, Va., will provide even more effectiveness in serving newspapers in the future.

Johnson also praised the newspaper business' response to the July 1 launch of the expanded Standard Advertising Unit system, labeling it "a major step forward in our effort to make newspapers a more efficient advertising medium." Newspapers representing 93 percent of U.S. daily circulation have adopted the system, he said.

"Never before in the history of newspapers has there been such a positive response to a proposal," Johnson told the audience.

The ANPA leader also explained the Association's "final step" in reorganizing its technical and research efforts. The key is the replacement of the former multicommittee structure by the establishment of one Technical Committee with task force groups functioning under it. The change was effective with the close of the Conference.

One of his first charges to the new Technical Committee, Johnson said, was to "follow up on the SAU™ success and work with the advertisng community, manufacturers and newspapers to establish quality standards for reproduction. The objective will be to assure advertisers that their black-and-white or color advertisement will be printed uniformly just as they want it in every newspaper across the country."

Speeches from the Conference & Exposition are available from ANPA. See list, p. 63.

Margaret Genovese

Conference Arrangements Committee Chairman Kenneth C. Bronson (left) confers with Johnson (right) and conference director Peter P. Romano of ANPA.

ANPA's Silha, Advo's Valentine, Postmaster General Bolger all get their say

He said he felt "like Gary Hart attending a Mondale family reunion."

But that didn't stop Advo-System Inc. President John A. Valentine from carrying out his mission at the crowded General Session on "Distribution": to charge that newspaper efforts to raise third-class postage rates are not "in order to protect a free press," but rather "to protect your monopoly."

Others on the panel included Otto A. Silha of Cowles Media Co., chairman of the newspaper business's Joint Postal Task Force, who gave an update on "where we stand now on unfair shared mail," and Postmaster General William F. Bolger, who denied that the Postal Service is engaging in "predatory pricing" of third-class mail to the detriment of newspapers and others.

Valentine, in a bold presentation before his competitors, said Advo's shared-mail program—called "Marriage Mail," for which a trademark application is pending—has succeeded in many markets not because postal rates are unfair. There is "one simple reason: We have filled a market need. And whether or not you are successful in pricing us out of existence through higher postage rates," he said, "that need will remain. And ultimately there will be someone else to fill it."

Valentine said that from an advertising standpoint, "newspapers suffer from deficiencies that a victory before the Postal Rate Commission simply won't overcome. A single paper can't provide the kind of market penetration and coverage a retailer needs. In multi-paper markets, you can't generate the kind of unduplicated reach he can afford. And nowhere can you offer the flexibility and pinpoint targeting he wants. We can."

The head of the country's largest direct-mail firm acknowledged that when Advo "first came on the scene, you responded in the best tradition of a free marketplace: You lowered rates—with some success, I might add." Then newspapers offered preprint mailing services for their many nonsubscribing households. "Even though you sold this service at rates below those we could offer, this too failed to eliminate us. We survived and prospered.

"Now," Valentine continued, "you appear to be trying to accomplish in the hearing rooms what you have been unable to accomplish in the marketplace. But in my opinion, your proposals are so clearly self-serving that they are bound to be self-defeating."

He noted that the Postal Service has recommended a 24-percent increase for a 4-ounce piece of carrier-route-sorted, bulk third-class mail, an increase that "most reasonable people would agree . . . is pretty substantial. Suppose, for instance, that the cost of your newsprint were to suddenly rise by 24 percent."

ANPA proposed an even larger increase—more than 120 percent. "That's the kind of proposal that could give the robber barons a good name," Valentine said.

He also scolded the newspaper business for its position against the use of detached labels for shared mail. He said the labels "travel neither separately nor free, but are counted as part of every third-class package's total weight. And, in any case, they are quite costly to mailers."

Valentine seemed almost amused at many newspaper articles and editorials he said he has seen that call direct-mail advertising "junk mail." Ad circulars "that you call junk are identical to those carried as newspaper inserts. Is it by osmosis that

The message was clear: Improve your marketing

The theme of the General Session was "Distribution," and after its 10 speakers had finished, there was little doubt about the call to action for newspapers. Newspaper executives were told they must be more flexible in marketing—that they must provide advertisers with total or target coverage at a competitive price.

As one example, Richard Trea, market media manager for J.C. Penney Co., said his company has been seeking since 1976 to get newspaper circulation by ZIP code and so far fewer than 75 papers have provided such audited figures.

The special session, which attracted a crowd of about 2,000 to the auditorium of the Georgia World Congress Center, also heard about the ongoing battle against third-class mail rates. Three speakers offered different perspectives on the issue—that of the newspaper industry, the rival direct-mail industry and the U.S. Postal Service that seeks to serve both.

No one pulled punches; battle lines were clearly drawn. Candor was the order of the day, witness this warning from Postmaster General William F. Bolger to the nation's newspaper publishers: The direct mail industry is "at the top of its game. And if newspapers do not rise to its challenge . . . then indeed the third-class mailers *will* eat your lunch.

Throughout the morning-long session, however, the rostrum remained a gentlemanly setting. The program was even punctuated with occasional humor, such as the concluding line of John A. Valentine, president of the direct-mail firm Advo-System Inc.: "Now, if the armed guards would please come to the podium and escort me from the room. . . . I have finished my speech."

The session also featured some "answers" to the distribution challenge. And in a discussion about strategic packaging and pricing, the preprint predicament was really brought home when Jerome S. Tilis, senior vice president of the Philadelphia Inquirer and Daily News, said newspapers must be careful to ensure that the growth of preprint volume does not leave the paper with a dearth of run-of-paper advertising, and hence a "skeleton" around which news columns are built.

Other "answers" touched on how to combat marriage mail.

Capping the event was a look at how an Iowa newspaper uses machines to insert advertising circulars into the newspaper, and how a daily in next-door Illinois maintains a more traditional inserting operation. It uses people.

John A. Valentine

Otto A. Silha

William F. Bolger

newsprint turns junk into jewels?"

Valentine went on to criticize ANPA's portrayal of Advo as a "big business receiving special treatment." He said Advo's total revenues of $190 million last year, "were we in the newspaper business, would barely have gotten us into the top 50" newspaper companies.

He also said there is "no industry whose political influence has yielded a surfeit of legislated advantages that can be compared with those won by newspapers. In effect, you have been successful in enlisting the government to protect your monopoly."

As examples, he listed the 1970 Newspaper Preservation Act, exemptions under federal child labor laws enabling newspapers to employ children "in jobs that would be classified as 'oppressive' for other industries," exemptions from minimum wage and overtime requirements, exemptions from paying Social Security taxes for those selling newspapers, and others "which help to subsidize newspaper profits at public expense. . . ."

(Following Valentine's address, ANPA Vice President/General Counsel W. Terry Maguire disagreed with that portrayal, saying government "has recognized for two centuries that a free country—which encourages entrepreneurs like Mr. Valentine—can remain free only if the press can reach the largest number of people at the lowest possible cost.")

Despite his critical observations, Valentine said he believes, "as you do and as did our founding fathers, in the abiding need for freedom of the press. I am also convinced, however, that a free press cannot survive if free enterprise is sacrificed in the process."

The structure of the General Session did not allow any on-the-spot response to Valentine's remarks, although Silha of the Joint Postal Task Force—which Advo previously has termed the "Anti-Advo Task Force"—had opened the session with an explanation of the newspaper industry's position with respect to third-class postal rates.

Silha observed that it is "typical of the newspaper business to give equal time today to our friendly opponents in the current postal rate case. That's the way we run our business.

"That's the integrity and fair play our readers have come to expect in our news columns and our customers have come to expect in the way we conduct our business," he added.

Silha said newspapers have, in fact, responded to advertisers' emerging needs. "We are using marriage mail, mid-week shoppers, run-of-paper double trucks, ZIP-coded coupon distribution and myriad other options to learn along with our customers what works best.

"We are targeting specific markets, perfecting on-line inserters, selling zoned delivery, saturating communities and exploring the technological advances to better meet customers' needs," Silha said, adding that newspapers believe their service is, "on balance, the best on the block."

"At the same time," he continued, "we are working for a fair and equitable marketplace. One way to do that is to persuade the postal establishment that it is in the overall public interest to take down the loss-leader—the third-class-rate—sign."

At the Whalen Computer booth, (from left) Eileen Sunderland demonstrates software for Vernell Speyer, circulation manager of the Clarion-Herald in New Orleans, and consultant Patricia Lepley.

ANPA
Operations Management
Conference & Exposition
IMPACT
'84

About 2,000 people crowded into the Georgia World Congress Center auditorium for the distribution session.

Alan Tepper

The newspaper executive said the public "is already persuaded" by ANPA's way of thinking on the postal-rate issue. Unsolicited mail from members of the public to the rate commission "is running overwhelmingly against raising first-class rates," he observed. "Rather, writers are urging the commission to raise the price of bulk business mail more."

Silha quoted a letter from the widow of a former postmaster who said she knows "firsthand the huge load of third- and fourth-class mail, mostly junk mail, now being handled by the post office at a nominal cost. If these firms use the mail, let them pay for the service they get."

Summarizing the newspaper-business position, Silha said:

- "We want a strong, stable U.S. Postal System."
- "We want strong, financially stable private postal companies."
- "We want Advo and other mailers as strong competitors for our business."
- "We don't want any special advantage."
- "We want each class and category of mail to pay its own way, as the law says it should."
- "We don't want first-class to subsidize third-class."
- "We want fair postal rates, which we expect to pay along with everyone else . . . and we're expecting the current rate-setting procedure to produce those results."
- "We don't want a tax-free government agency indulging in predatory pricing."

Postmaster General Bolger took sharp exception to the latter point.

"What I do deny—categorically—is that the Postal Service is somehow engaged in predatory pricing of third-class mail or that we cross-subsidize third-class mail at the expense of first-class mail. That simply is not the case. Indeed, the entire notion is based on a faulty understanding of how postal rates are set."

Bolger said that the "popular impression seems to be that a cabal of Postal Service executives sets postal rates unilaterally, that we spend our time personally jiggering the rate structure so as to lure advertisers away from newspapers."

In fact, he pointed out, rates are set after a hearing process involving the independent rate commission, all according to law established in 1970 when the Postal Service became a quasi-government corporation.

"Are we powerful?" Bolger asked rhetorically. "Undeniably. Are we powerful enough to impose unfair rates on other litigants? No way."

In reporting Postal Service volume growth and other successes, Bolger defended third-class rates. Like those of all other classes of mail, third-class rates reflect "the full cost of handling and delivery" as law requires in addition to a "markup" required beyond the actual cost, he maintained.

Currently, according to the postmaster general, third-class bulk mail has a markup of 28 percent above cost, while the second-class markup is 20 percent. In the pending rate case, USPS proposes a third-class markup of 54 percent and a second-class markup of 33 percent. "The markup for third-class mail is nearly two-thirds higher than the markup for second-class," Bolger noted.

Third-class also would absorb the highest percentage increase in overall rates under the USPS proposal, he said.

Bolger chided the notion that newspapers' revenue base is being "plundered" because of third-class rates.

According to the Newspaper Advertising Bureau, he said, newspaper insert volume has increased every year since 1970. Gains in the last several years have been "especially dramatic." Newspaper ad revenue last year grew more than any other advertising medium, he noted.

"This boom is most obviously reflected in bigger and bigger Sunday newspapers. In fact," he chuckled, "if newspapers get any bigger, you publishers risk being sued for causing an epidemic of hernias in newsboys."

Bolger said the newspaper business is not going to eliminate "so-called threats" from direct mail by way of the rate-setting process. "To the contrary. The rivalry between newspapers and mail advertisers will be played out in a very different arena—the arena of the competitive marketplace. And that's exactly as it ought to be."

He also picked up on a remark made by NAB President Craig C. Standen during the recent ANPA Convention in Montreal: that "the mailers are out to eat our lunch." Bolger said the direct-mail industry "is at the top of its game. And if newspapers do not rise to its challenge, if you do not offer equally attractive and innovative advertising services, then indeed the third-class mailers *will* eat your lunch." □

Publishers urged to study ROP versus direct mail

Throwing out a practical challenge to newspapers, B. Stuart Tolley, vice president and director of research at the Newspaper Advertising Bureau, said papers should take the risk of finding out the relative impact of ROP versus direct-mail ads on actual sales.

Admitting the project could be "scary," Tolley said the industry would benefit in the long run, "even if it turns out ROP is worse and direct mail is best in terms of sales." It is better for newspapers to understand their competition, so they can do something about it, than lose the opportunity to find out what advertisers really want, he maintained.

What makes such research difficult, Tolley said, is the fact that advertising can be distributed in many ways and that products may require different kinds of advertising. Consequently, there has to be an experiment, not just a questionnaire, he said.

From the advertisers' point of view, it is not enough to know that newspapers are read more frequently than direct mail, or that many people consider direct mail to be "junk." Each advertiser wants to know only which ads deliver sales on specific products in particular areas, Tolley told the "Distribution" General Session.

NAB currently is working with the Atlanta Journal and Constitution on a feasibility study for an experiment to pin down answers to such questions. After the methodology is tested in Atlanta, the bureau wants to share it with other papers.

What is termed a Latin Square Field Experiment is working this way in Atlanta, the researcher explained: The city is divided into six zones with relatively similar demographics. Six advertisers agree to have their products promoted in six different ways—ROP, direct mail, newspaper inserts, ROP plus total market coverage, newspaper inserts plus TMC, and a control group with no advertising at all. The six advertisers also agree to keep track of purchasers whose home addresses will reveal the types of advertising to which they were exposed during the test period.

For the experiment to work, each zone has to receive all six media vehicles, a different one for every advertiser. Each advertiser is tested separately, which means the experiment is run six times.

To accomplish this, the Atlanta dailies devised a complex system of printing comparable ads as well as delivering separately printed copies to the proper zones during each week of the experiment.

Such an experiment, Tolley admitted, requires enormous effort and cooperation, but its potential for increasing advertising revenue makes the Atlanta prototype well worth newspapers' attention. □

What one major retailer wants

A representative of a major national retail chain called upon newspapers to do a better job of meeting his company's marketing needs.

"We need circulation by ZIP code that's listed to show both home delivery and street sales," said Richard A. Trea, market media manager for J.C. Penney Co. "We've asked for this since 1976, and so far, less than 75 papers have provided us with audited circulation by ZIP codes."

In his speech, "A Major Retailer's Wants and Needs," Trea listed three other "needs":

- "Greater flexibility in preprint zoning." If newspapers offered smaller zones, a retailer could choose among them to tailor preprint distribution, he said.
- "Good media research." An example of the kind of "meaningful" research needed, he said, is a comparison between a newspaper's subscriber list and a retailer's list of credit customers.
- "Media representatives who are salesmen-plus." The best media representatives, he said, are those who are interested in a retailer's concerns and success.

Currently, Penney is spending a billion dollars to reposition itself as a fashion merchandizer, Trea noted.

Trea pointed out that Penney has reversed the emphasis of its print advertising. In 1981, two-thirds was in ROP; today, two-thirds is in preprints. "They work harder for us than ROP," he said. □

Text of Trea's speech is reprinted on pages 18 and 19.

A look at mechanics of distribution

Methods of inserting advertising preprints and of listing subscribers and non-subscribers were described during the last part of the General Session.

Joe Hladky III, president and publisher of The Gazette Co. in Cedar Rapids, Iowa, briefed Conference-goers on state-of-the-art equipment that allows a newspaper to stuff inserts into the newspaper as it comes off the press.

Three companies offer machinery that provides on-line inserting, he said: Harris Graphics, Muller-Martini and Ferag. All were displayed on the floor of the Georgia World Congress Center.

In addition, Hladky reported, Goss soon will announce development of a prototype of its own on-line inserter.

But he also expressed a cautionary note. Although such equipment "will ease our task of delivering advertisers' messages," he said, "it is only one part of a very involved system" of meeting advertisers' increasingly complex needs.

Moreover, before deciding to purchase and install an on-line inserter, a newspaper must evaluate its entire distribution system and decide whether the equipment will meet future needs and if it will require plant expansion, skilled technicians and redundancy.

Among the newspapers that have decided to continue to stuff inserts by hand is The Daily Journal of Kankakee, Ill. Vice President/Operations Robert L. Moyer outlined the reasons: limited space, availability of people to do the inserting, press schedules calling for inserting rates of more than 20,000 copies per hour, and a need to work on several different publications—The Daily Journal is also a commercial printer—simultaneously.

Moyer said the high rate of unemployment around Kankakee also is a factor in the Journal's decision not to automate.

In another presentation, Lindsey Wulff, director of Information Systems and Telecomputing for Lee Enterprises Inc., reviewed ways to build and to update subscriber/non-subscriber data bases. Taking that step enables a newspaper to pinpoint its market for circulation promotions, to blanket or to target speciality products and advertising preprints, and to deliver a total- or target-market-coverage publication, he noted. □

New rate packages, modern marketing can dull the effect of direct mail

PATHFINDER
ASSOCIATES, INC.
Specialists

John Greer of The Oak Ridger in Oak Ridge, Tenn., peers into an inserter at the Kansa exhibit.

The General Session included plenty of warnings that newspapers need to compete more effectively with direct mail. But it also featured representatives of two newspapers who offered their own solutions to the task at hand.

One advised publishers to "repackage" their newspapers to make them more attractive to advertisers. The other touted "synergistic marketing," in which a newspaper expands its services to include higher-coverage and cheaper ad-delivery options.

Jerome S. Tilis, senior vice president of Philadelphia Newspapers Inc., said newspapers "can and should" improve their preprint distribution and overall graphics.

But in the "immediate term," he said, an option newspapers must investigate is "repackaging"—that is, offering new, attractive rate packages as incentives to advertisers to use newspapers more extensively. One approach being pursued by the Philadelphia Inquirer and Daily News is to offer advertisers a discount for repeating the same copy.

Advertisers would be well-advised to repeat copy, Tilis suggested, because "most markets are thin." He said that in any given week, out of 1,000 women, only 40 will shop for shoes; 28 for slacks, jeans, and shorts; and 21 for a dress. Only eight out of 1,000 men will shop for a suit, jacket, or coat in a given week; and only 39 of every 1,000 adults will shop for home furnishings.

"Given the thin market, the means to reach it is through consistent advertising in newspapers," he said. "And what better way to encourage frequency among our advertisers than to offer them attractive opportunities to repeat copy."

Of 40 newspapers surveyed by Philadelphia Newspapers' research department, 24 offered some form of repeat copy discount, he reported. The discount averaged 28 percent and ranged from 3 percent to 52 percent.

Tilis was followed by Richard J. Kaspar, vice president and general manager of the Columbus (Ga.) Ledger and Enquirer, who talked about his newspapers' "synergistic" approach to marketing. Kaspar said this involves expanding the ad-distribution method and even adding new distribution vehicles.

"The idea in synergistic marketing is to combine the two dimensions (the delivery method and the medium) in the optimum way to satisfy diverse advertiser needs," he said.

The Ledger and Enquirer's expansion was spurred in part by loss of Sears advertising. "In looking at the Sears loss, we took the broad view and examined our product lines. They were top-heavy and essentially one-dimensional. Our prices were high, and the few options we offered our advertisers were mostly geographical in nature and large in size," Kaspar explained.

Among other things, the company developed a direct-mail service for single preprints and a marriage-mail program using a jacket named "Good Neighbors." The company also came up with a preprint delivery program using employee carriers.

In January, "Good Neighbors" was supplanted by a new edition of the Enquirer. It is mailed second-class to some subscribers and to all non-subscribers of the Saturday and Sunday combined editions of the Ledger and Equirer.

Kaspar said the second-class saturation program offers "great savings, even though second-class mail doesn't become a better option (in terms of cost) than third-class for us until our mail package exceeds 2.5 ounces."

The bottom line for the company is that "we can offer an advertiser virtually whatever vehicle and distribution combinations he wants, at a good price," Kaspar said.

He presented a checklist of questions for newspaper publishers to ponder. Among them:

- "Is my company truly in touch with the decision makers in our largest accounts?"
- "Do we know where our largest advertisers' dollars are spent?"
- "Excepting legal constraints, do we use price as a mechanism to motivate our advertisers to do what we want them to do?"
- "Are we in violation of the spirit or letter of antitrust laws by pricing in a predatory fashion or otherwise constraining the marketplace?"
- "Do we know which direct mailers operate in our market and their frequency, rates and database quality? How do our rates and quality compare?"
- "Do we really know postal rules and regulations? Do we communicate regularly and openly with the post office?" ☐

A look at color by an advertiser, publisher, editor and production chief

Session Day June 12

- Emphasis on color
- USA Today's know-how
- Environmental issues
- Practical telecommunications

The General Session on "Color and Product Quality" was told to "be sure you have color capabilities or you'll be left out. . . . Make sure you have continuity of color reproduction . . . and sell it to us."

That message was delivered by George M. Rogers, senior vice president of the advertising agency D'Arcy MacManus Masius in Bloomfield Hills, Mich.

Stressing the need for advertisers to have a practical measurement of the impact of individual color ads, Rogers told newspaper executives to "skip the surveys" and "stick to the cash register," selling their "success stories" to agencies.

The Conference session went a lot further than merely calling for top color quality in newspapers. It tried to tell the publishers and production experts present how to get it.

Appropriately, the most specific approach was outlined by an executive of the Gannett Co., whose USA Today is widely credited with igniting the recent passion for newspaper color.

With the help of an elaborately detailed slide show, Charles R. Blevins, Gannett's vice president/production, led the audience through a step-by-step process on how Gannett created and is maintaining the color quality program at USA Today [**presstime**, Oct. 1983, p. 38].

Blevins' presentation, representing the production and operations perspective on color quality, was accompanied by similar ones giving the publisher's, editor's and ad director's views on the subject.

Setting the stage for the session was a 10-minute film on the essence of color shown by Harold Lifvendahl, publisher and chief executive officer of The Orlando Sentinel, who followed the film with the publisher's perspective on color quality.

The key, Lifvendahl said and many other speakers echoed, is to begin with a commitment to improving quality.

"Our operations division actually set up a two-person department whose sole responsibility is to monitor and improve the quality of our printing," he said. "They review copies of everything we print . . . and if the page is not up to par, they track down the problem and solve it."

The Sentinel has weekly quality assurance meetings with representatives from editorial, newsphoto, production and advertising departments; uses quantifiable measurement tools to judge the density, clarity and vividness of its color; establishes measurable standards; and develops training programs to give employees the skills to meet those standards.

"So how do we get better color? We ask for it! We demand it," Lifvendahl said. "Make color and quality an objective. Get your publisher behind the idea. The rest, if you stick to it, will follow."

The news department's view of the color boom was provided by David Lawrence Jr., vice president and executive editor of the Detroit Free Press: "The message from the newsroom about color can be told in just three words—quality, newsiness, commitment."

Lawrence noted that a recent study by researcher Ruth Clark for the American Society of Newspaper Editors indicated that 53 percent of newspaper readers do not want their papers to carry color more often. Clark's study "suggests this is linked to the quality of the color readers are getting," he said.

"Just when many newspapers seem poised to spend thousands of semi-cost-justified dollars on sophisticated equipment to help us reproduce color better, these survey results remind us that our insistence on quality cannot be left up to machines.

"What is our standard of color quality in newspapers? The message seems to be that our readers are obviously telling us that it is not high enough. I agree with them," said Lawrence, whose presentation included slides of color-packed pages from more than two dozen newspapers. Some of the color was of dubious quality, even though the pages had been submitted by the newspapers as examples of their best efforts in color reproduction.

Moving to his second point, the Detroit editor said he "can think of only one issue more important to the future of newspaper color than quality. That is newsiness—the content—because by far the most important message in Ruth Clark's new survey is that today's readers want more hard news [**presstime**, May 1984, p. 52]. That means running fewer of those

George M. Rogers

David Lawrence Jr.

Charles R. Blevins

soft, pretty-to-look-at-but-don't-really-tell-a-story photographs" and running more informational graphics, in color, that "contribute significantly to telling all sorts of stories."

Such graphics are produced only if a newspaper has a commitment to color, which was Lawrence's third point. "Commitment means time, money, talent—those resources you devote to something you want to do well," he said, adding that color should be available to the newsroom every day, "not just when it is convenient for production or paid for by an ad on the back of the section."

From an advertising director's perspective, color is "good business," good for the advertiser and good for the newspaper, the session was then told.

In the past five years, revenues from color advertising at The Atlanta Journal and The Atlanta Constitution have increased 61 percent, according to the newspapers' advertising director, Dennis Berry. "We are now selling over $1 million a year more color than in 1979," he said.

Berry, who quoted several local merchants on the advantages of their color advertising, said the Atlanta papers believe the keys to building color advertising accounts are effective sales presentations and top-quality color reproduction.

A "very simple, yet effective" way the Atlanta Newspapers' sales staff demonstrates color's appeal is to first present a layout of an advertiser's ad in black-and-white, then overlay it with color, he explained. "The result is usually immediate and positive. The advertiser wants color."

Berry listed several things necessary for good reproduction of color advertising, beginning with "professional design and preparation of the copy and art." Also needed, he said, are adherence to deadlines, good quality control measures in the pressroom and the latest technology to produce high-quality color separations.

In his presentation on the production perspective, Gannett's Blevins stressed that today's newspapers exist in a world where quality and color are taken for granted.

"The driving force for our industry throughout history has been the belief that we would succeed and be competitive because we were needed," Blevins said—"needed because we provided a commodity—news—in a digestible form at a fair price.

"That world is gone."

He pointed out that the demand for quality was not just a newspaper pheno-

Color reproduction requires cooperation

The panelists were properly attired for the symposium on "Color-A Systems Approach." At the direction of Chairman Norman P. Dusseault, operations manager of Times Publishing Co. in St. Petersburg, they wore identical, gaudy neckties showing the full spectrum of color.

But once the laughter died down, the panelists got down to business, with a color technician and a managing editor discussing the wheres and hows of reproducing editorial color photography, and two production executives describing how to print quality process color.

Michael F. Foley and William Howard, managing editor and color lab specialist, respectively, of the St. Petersburg Times, gave a joint presentation on how that paper's editorial and production personnel cooperate to achieve superior reproduction of editorial process color.

Or as Foley told the Conference's best-attended symposium: "We'd like to try to show you a bold departure from what I understand to be the situation at many newspapers: communications between the editorial side and the production side, especially regarding the use of process color."

The essence of their presentation was that to achieve high quality there must be communications at every step as a photograph moves from the editorial department through the production process.

Among the examples cited by the two were:

- In planning for a special tabloid insert on the last Super Bowl, the St. Petersburg staff got vertical playoff shots of Oakland Raider Marcus Allen and Washington Redskin John Riggins. Then, prior to the game, the pictures ran with the two running backs facing each other. "It told the story," said Foley, "and it was in color."
- When a tanker struck and tore off a section of the Sunshine Skyway over Tampa Bay, the newspapers used several color pictures—most memorable, an aerial shot of the ship with parts of the span lying across its deck, and a view of a car that had stopped just 14 inches away from the end of the severed bridge.
- For a food section photograph, the duo showed how proper lighting and setting of a bread basket paid off.
- For a shot that captured the tone of one Memorial Day celebration, a black-and-white photo of two saluting veterans in hospital gowns was selected over a color shot of a marching color guard. At times, Foley said, it is a mistake to run color "just because it was assigned and you have it." □

Showing the colors are: Dusseault; Walter D. George of The Press Democrat in Santa Rosa, Calif.; Howard; Foley; and Michael Bella of The Times Journal Co. in Springfield, Va.

JULY 1984

presstime

The Journal of the American Newspaper Publishers Association

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subject index
covering
six editions
from January
through
June 1984

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- Grenada ban draws fire at IAPA session, June, p. 42
- French senate debates press limitations, June, p. 43
- Phillipine press subject of fact-finding tour, June, p. 43
- Political activity and pamphleteering curtailed in Haiti, June, p. 43
- Press freedom threatened in Maylasia and Nigeria, June, p. 43
- Scaife appointed to U.S.I.A. bipartisan committee, June, p. 43

ANPA

mena ("Detroit learned a brutal lesson from the Japanese."), and newspapers are now confronted by an assortment of competitive, quality media.

"It is unrealistic to expect our audience, fed a steady diet of color by other media and surrounded by a dazzling array of communications devices, to accept the dull, dreary newspaper of the '70s as being relevant to their lives," he said. "Rather than ignoring our competition, we have attempted to learn from it. Adapting the things that they do well and adding some twists of our own to create a totally new identity and a new reality."

Besides setting up stringent standards for retraining personnel, transmitting pages and operating the 25 presses that print the paper, Blevins said USA Today took a new approach toward coordinating management of production.

"One of the key positions that we created as a result of both our research and training efforts was that of production coordinator," he said. "We intentionally staffed that position with young RIT (Rochester Institute of Technology) graduates in the belief that they would be entering our business with few if any preconceived ideas about what could not be accomplished."

He asserted that, "Although journalistic arguments continue, there can be little doubt that the production of this color-laden, national daily newspaper is a success."

Also speaking from the production viewpoint was Stan Richmond, vice president/systems and engineering at Harte-Hanks Communications, who maintained that the production department's principal concern with color is a need to define what is quality reproduction.

"Experience indicates this is the first point at which people encounter problems with establishing a quality control program," he said. "This problem occurs because experience has taught us to confuse price, prestige and luxury with quality. While these concepts are related to levels of quality, they are not synonymous with quality."

A clown made famous by Kodak's color-reproduction contest checks a digitized representation of herself on the Pixet prepress console with Scitex's Don Potter.

Margaret Genovese

Richmond defined quality as "the consistent adherence to a set of measurable standards" and discussed the various concepts involved in his definition.

Inspection and evaluation of materials, such as newsprint and ink, and processes that produce the newspaper product are more important than evaluating the final product, Richmond believes.

"You don't inspect quality into goods, you build it in," he said. "The point here is that evaluation of a product has little significance unless it leads to an improvement in the process that made the product or the material from which it is made.

"Quantifying quality through monitoring of materials and processes in an organized, analytical manner results in products that more closely meet the expectation of customers and readers," he concluded. "Observations also indicate that programs of this nature seldom bubble up from the ranks. They are most often initiated by top management." ☐

Conference sidelights

Southern accent?

Appropriately enough, Atlanta's Hartsfield International Airport—gateway to ANPA's hi-tech conference—features a computer-generated voice on a computer-driven people mover linking the deplaned passenger to the main terminal.

"This vehicle is leaving the station. Please hold on," the "voice" intoned. "Please move to the center of the vehicle and away from the doors." And at each station the "person" repeated, "Please hold on. We are approaching the next stop. . . ."

Uncle Sam exhibits

For the first time, a U.S. government agency, the Bureau of the Census, had a booth at an ANPA Exposition.

The booth was part of an effort beginning with the 1980 Census to make the public and particular industries more aware of the services provided by the bureau, which is part of the U.S. Department of Commerce.

"We've always done a good job of collecting the data," said Paul McAllister, an information specialist with the bureau's Atlanta office, "but we haven't done such a good job of making (the data) available."

Last-minute paste-up

Distribution of a Windmoeller & Hoelscher circular, designed to look like USA Today, caught the eye of executives of that newspaper's owner, Gannett Co. The circular promoted printing on flexographic presses—USA Today is printed on offset presses—and Gannett officials prevailed on the press manufacturer to cover the blue-and-white "W & H Today" logo with an opaque label stating: "This process and this product are not endorsed by USA Today or Gannett Co. Inc. W & H Corp. does not produce USA Today."

The eight-page simulation included the familiar, full-color USA Today weather map, although W&H's showed the location of flexo units.

Radio systems, teleconferencing, telemarketing explored

Shirley A. Conover

An assortment of telecommunications tools and processes was laid out before attendees at the symposium on "Telecommunications—Internal Operations."

Mobile radio systems, phone rooms employing batteries of telephone solicitors, and various teleconferencing technologies were touted as ways for newspapers to improve delivery, make sales or save money.

Specialized Mobile Radio systems came in for praise from the circulation services director of the Philadelphia Inquirer and Daily News.

SMR pools several channels and uses a computer to find an open one, explained John Friedman. SMR also affords privacy and is capable of connecting to the telephone system, he said.

The Philadelphia newspapers began using a conventional mobile radio system in the circulation department to help fulfill their promise of "guaranteed home delivery." When a subscriber calls to complain about a missed newspaper, a carrier is dispatched by radio with the paper.

The system works well, Friedman said, but it cannot be expanded because no additional channels are available. "Were we to start from scratch, we would probably install an SMR system," he said.

A new radiotelephone technology that has an even greater capacity than SMR is cellular communications. Although Friedman said the current cost of cellular rules out its use by his circulation department, he said it might have some newsroom applications in special situations [presstime, May 1984, p. 14]. Cellular's primary newspaper use, he added, will probably be to keep top editors and executives constantly accessible.

Where mobile radios can be used by newspaper employees to communicate within relatively short distances, "teleconferencing" should be considered by newspapers as a money saving alternative to long-distance business trips, phone calls or typewritten memos, another symposium speaker suggested.

Of the various teleconferencing options, probably the least well-known, but possibly the most valuable, said Charlton R. Price, is "computer conferencing." It involves using a central computer to store text or graphic information from remote locations.

Unlike video or audio teleconferencing, computer-based teleconferencing does not require participants to be at a certain place at a certain time. They can insert and extract information at their convenience, said Price, senior consultant with Lawrence-Leiter and Co., a management consulting firm in Kansas City, Mo.

For communicating sales messages, telephones can be potent tools, as illustrated by another symposium speaker.

In the past 10 years, the Quad-City Times, a 65,014-circulation daily in Davenport, Iowa, has gone from relying primarily on customers contacting the newspaper to request subscriptions to an aggressive telephone subscription sales program, according to General Manager Robert A. Fusie. Today, Fusie said, the newspaper's phone room generates 60 percent of its circulation starts.

Phone room employees make 175,000 calls a year that result in 12,500 sales.

Although sequential dialing—calling every number in an exchange—is used for the bulk of the calls, Fusie said the most successful sales technique has been to use contests to generate leads.

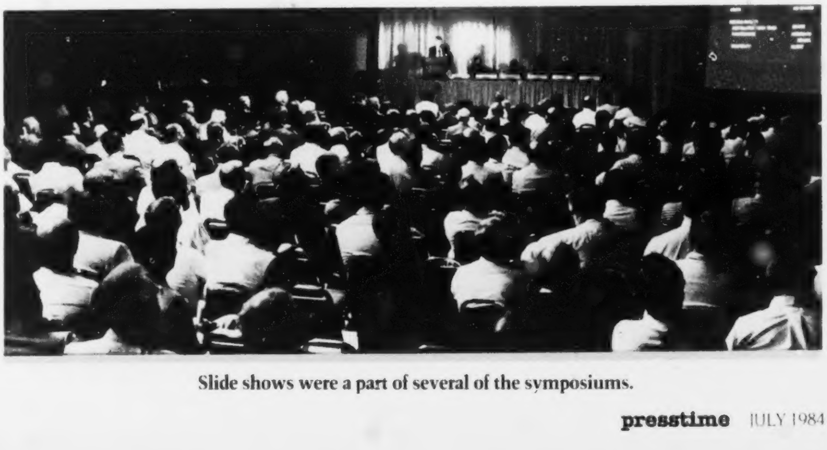
Tips on how to get more productivity out of the telemarketing department were dispensed by Shirley A. Conover, vice president/director of communication services for the Chicago Tribune Co.

Conover said she has found that the most valuable information for managers to know about their phone room operations consists of the following: the time it takes for a call to be answered by an employee, the amount of time employees spend talking to customers, the time employees take between phone calls, and the daily pattern of call volume.

Managers of telecommunications departments should be well aware of changes taking place because of the breakup of the Bell System. That was the message of James J. Sobseak, incoming president of the International Communications Association.

Assessing the impact of the AT&T divestiture on telecommunications users, Sobseak said service quality has been most severely affected—specifically, the time it takes to get telecommunications equipment hooked up. Sobseak, vice president/telecommunications of the Bank of America, said his company is taking into account service delays in its planning.

Despite some short-term negative effects, Sobseak said he believes that in the long-term divestiture will turn out to be beneficial for telecommunications users. "It should drive down costs, it should force competitors to give us more reliable, more responsive and a greater array of services." (See story, p. 44.) ☐


Slide shows were a part of several of the symposiums.

From booze to VDTs, workplace safety gets increasing concern

In the only symposium addressing the human side of production, panelists observed that many so-called "environmental issues" confronting newspapers are really "people issues," which often can be resolved by changing individuals' perceptions and behavior rather than by implementing new technology.

After playing such a large role in expanding public awareness of environmental hazards throughout society, newspapers must now respond to questions about the safety of their own work environments, said Dr. Howard R. Brown, medical director of The New York Times Co.

The "Environmental Issues" symposium dealt with three major challenges now facing newspapers: creation of an overall employee health plan based on the increasing awareness of *preventive* health care; dealing with employee fears about the alleged dangers of video display terminals; and the development of an adequate policy on managing hazardous wastes.

"Pay now or pay later," was the theme of a comprehensive review of health-care strategies by another newspaper physician, Dr. Wayne O. Buck.

Presenting statistics on the impact of drugs, alcohol and cigarettes on the workplace, Buck, medical director of the Los Angeles Times, noted that "illness and accidents caused by self-destructive lifestyles account for more than half the money spent on health care," and "more than 50 percent of all serious injuries at the workplace are related to some type of chemical abuse."

Buck called smoking "the single greatest preventable health risk to your employees," with smokers' health-care costs averaging 25-percent higher than those of non-smokers, and he advocated smoking-cessation programs such as the one at the Los Angeles Times. They can result in savings of $21 for every $1 spent, he said.

Employee-assistance programs for drug and alcohol abusers can result in dramatic decreases in the costs of hospitalization and loss of productivity, according to Buck, and supervisors should become more sophisticated in identifying symptoms of abuse and encouraging employees to enroll in the programs [presstime, June 1984, p. 8].

Dr. Harold R. Brown

Dr. Wayne O. Buck

He also stressed the need for "wellness" programs, such as health fairs, physical-fitness programs, cardio-pulmonary resuscitation training, nutrition and diet advice, blood-pressure monitoring, stress management and cancer detection. As an example, he noted that back problems, which now account for 70 percent of all workers' compensation payments, can be dramatically reduced by educational and exercise programs.

On VDT safety, ANPA Counsel Claudia James reported on the status of proposed state legislation and demands of newspaper employees in that field.

A subject of collective bargaining since the early 1970s, provisions covering VDT safety are now part of more than 60 labor contracts for news organizations. And in this decade, at least 13 states have considered some form of VDT health and safety regulation. Although no restrictive bills have been passed to date, three states—Maine, Connecticut and Rhode Island—have enacted study legislation, and New York and California appear to be seriously considering VDT bills, James said.

Newspaper employees' fears that VDTs emit harmful radiation "have been aroused through the transmittal of inaccurate information." Although the matter has become an "emotional issue," VDTs actually emit less radiation than ordinary television sets, James said.

"Given the lack of any credible evidence that VDT work contributes to pregnancy or birth problems, it is unnecessary at this point to provide alternative work for pregnant women," she said.

James said studies by the National Institute for Occupational Safety and Health disproved allegations that VDTs cause cataracts and eye disease. The attorney discounted two frequently cited studies attributing eyestrain to VDT use, saying they were based on anecdotal evidence.

Both pregnancy and eye issues are frequently mentioned in state and employee efforts to regulate VDTs.

James said proposals to regulate workplace VDT standards (including such variables as office lighting levels, furniture comfort and legibility of characters on the screen) fail to take into account the unique nature of each workstation.

"The natural forces of the workplace will penalize a manufacturer selling ergonomically inferior VDTs and furniture, and reward the manufacturer who produces a quality product," she said.

Disposal of hazardous wastes also has its human angle, the most important being "the difficulty most newspapers have in staying abreast of the rapidly changing environmental regulations," said Richard W. Neergaard, ANPA assistant environmental coordinator. Most newspapers, he said, do not regularly employ chemists or experts on environmental issues.

As an example of what could befall newspapers currently unaware of a policy development, Neergaard explained that under the "joint and several liability" clause in Environmental Protection Agency regulations, a newspaper conceivably could be stuck with the entire fine or cleanup bill of what EPA considers a hazardous waste site if other users cannot be identified or are no longer in business. Five hundred such sites have already been identified as part of the "Superfund" national priority list, which EPA plans to expand to 5,000 in the next few years, Neergaard said.

Newspapers must make a "commitment" to establish a waste-management program, Neergard said, to specify proper disposal methods, prepare the newspaper plant for EPA inspections, ensure compliance with all federal and state regulations, and find ways of reducing the quantities of hazardous waste generated. ☐

How one newspaperman found his way through the maze of exhibits

Frederick G. Povey III entered the exhibit halls as soon as they opened on Saturday, June 9. A first-timer at ANPA's annual trade show, he took the better part of that first day to check out all the booths in cursory fashion. Seeking to organize the balance of his time, he made notes on the displays he wished to visit more extensively.

One of a dozen representatives from the Lexington (Ky.) Herald-Leader, but the only one from the editorial side, Povey was trying to find out how the technology on display could directly enhance the operation of his newsroom.

Because Atex installed a new front-end system there less than a year ago, the Herald-Leader (morning, circulation 109,114) is not currently in the market for major new computer equipment.

But the 32-year-old assistant to the managing editor, who as a University of Kentucky student, joined the Lexington daily in 1971 when hot type was still in use, said he was looking ahead to the day when the paper will plunge into pagination and full-fledged computer graphics.

Povey is a member of the Newsroom Technology Task Force of the Herald-Leader's parent company, Knight-Ridder Newspapers, which met in Atlanta in conjunction with the ANPA Conference & Exposition.

Besides attending such meetings and viewing the equipment, he went to Atlanta with the prospect of putting together names and faces with familiar telephone voices—particularly those from Knight-Ridder's VU/TEXT Information Services. Povey did just that at dinner on the eve of the Exposition's opening.

He also found, among the crowds on the Exposition floor, previously unmet telephone acquaintances from TV Data, with whom he discussed the transmission of cable and broadcast television program listings to his paper.

"It's so much more than a buying conference," said Povey, who has worked on developing the Herald-Leader's computer technology since 1976.

The Great Wall, a Chinese restaurant in one of Atlanta's slickest new hotels, provided the setting for the Knight-Ridder task force's dinner meeting that concluded the first official day of the show. Povey compared notes with colleagues on what he had seen on the floor and made plans to attend private demonstrations arranged for the group over the next two days.

Frederick G. Povey III

At 10 a.m. the following morning, one hour before the halls officially opened, Povey watched Compugraphic's private demonstration of a typesetter linked to an Apple Lisa personal computer to produce camera-ready graphics. Knight-Ridder's people were not alone in the hall. With many vendors literally jamming potential customers into hourly demonstrations during regular exhibit hours, other groups also had early-bird appointments.

Continuing his general tour of the floor for the next few hours, Povey met the rest of the Herald-Leader delegation at the crowded Atex booth at 5 p.m., when the production manager, composing room supervisor, computer services director, electronics technician, software support manager and other technical personnel witnessed a presentation of the Atex Total Publishing Environment system, which includes pagination and computerized graphics capabilities.

"Up until a few years ago, this would have been a 'courtesy call' to see a few 'add-ons'," he said. "But now they're saying, 'We're going to take you from a basic front-end system to full-blown production—cradle-to-grave, key-stroke-to-printed page.'"

Skeptical of putting all of his paper's equipment needs in the hands of one vendor, Povey left the booth as disco music extolled the virtues of "TPE."

Povey skipped Knight-Ridder's 10 o'clock appointment the next morning for a demonstration of XyWrite, a word-processing package written for IBM and IBM-compatible PCs, and headed for two pagination demonstrations—at Autologic and Camex—set for 11 a.m. and noon.

When he left those booths, with more than two days of window shopping behind him, Povey observed that one of the most significant aspects of the show was the chance to see several different approaches to pagination. He is committed to obtaining a "user-friendly" system, but his tour left him concerned that "some of the people developing these things and some of the people that are the first users of the systems are much more technically oriented than the average journalist."

At the same time, Povey was encouraged that vendors were receptive to feedback. "Several of them stressed (to us), 'This is an R & D project, not a fully developed system, and if we're doing something you don't like, please tell us now before we get too deep into it. . . .' The newspaper industry needs to be telling the vendors how we want pagination to work, rather than having the vendors tell us," said Povey. "There's going to be a lot of changes made after what the vendors heard people say at the exhibits."

From 2 until 3 p.m., about 40 members of the Atex Newspaper Users Group met on the third floor of the Georgia World Congress Center, two levels above the exhibit floor, to catch up on developments since last fall's meeting of nearly 300 Atex users in Grand Rapids, Mich.

Before Knight-Ridder's 5 p.m. appointment to see the Associated Press' new offerings, Povey spent some more time on his own at the Exposition, this time looking at the image-enhancement equipment developed by Liber Systems. Fascinated by the increased ability to improve photographs, Povey was also impressed with the potential the equipment offered to "do things we already do—but a lot closer to deadline."

At the show's closing hour of 6 p.m., the exhausted Lexington newspaperman walked out into the warm, late-afternoon sunshine, and by 9 the next morning he was on a plane for home.

"This show is not over today," Povey said as he left. "I'm sure eventually we will buy something based on what we saw here." *—Marcia Ruth*

Suddenly crowded lineup of press options may get another player: flexography

Session Day June 13

- Press decisions
- Pagination's promise
- The PC boom
- Telephone questions

Flexographic printing of newspapers is still the great unknown, but definitive answers may be forthcoming in the next year and a half, according to experts at a General Session on "Efficiencies" and an ensuing symposium on "Press Decisions."

Flexography was only one of many press options discussed at the sessions, but it clearly was the one currently causing the most interest. Indeed, the heavy testing of newspaper flexography is causing at least two large newspaper companies represented to delay press purchases as they await those promised test results.

In the General Session, Ralph Roth of Knight-Ridder Newspapers Inc. contrasted the multiple press options available to publishers today with the situation just 20 years ago.

Since that time, when letterpress presses were in almost every newspaper plant, an assortment of different printing processes have been introduced in the industry: offset, conversion of letterpress presses to offset, DiLitho®, keyless inking with an anilox roller developed by ANPA engineers in the ANPAPRESS™, and, of course, flexography.

Roth, who is vice president/production for the Miami-based company, devoted most of his time to the latter, which he described as "a letterpress process—printing from a raised surface against a hard impression cylinder—using an anilox roller for ink supply."

The Providence Journal and Bulletin were among the first U.S. newspapers to test flexographic press units, supplied by Kidder-Stacy and Windmoeller & Hoelscher [presstime, Dec. 1983, p. 46]. The Providence dailies "hope to be ordering complete flexographic newspaper presses within just a few days," Roth reported.

However, "despite the excellent progress in Providence, we place [flexographic printing in newspapers] in the experimental stage," Roth added. He cited other tests or planned tests of flexography at the Atlanta Journal and Constitution, the New York Daily News, the Fort Lauderdale (Fla.) News and Sun Sentinel, The Washington Post, the Long Beach (Calif.) Press-Telegram and The Miami Herald.

"With all this attention to flexographic printing," he said, "we will learn a great deal in the next 18 months. There's still a great deal to learn."

Thus far, Roth said, the following have been identified as advantages of flexography: reduced newsprint waste, virtual elimination of ink rub-off and other benefits derived from the use of water-based inks, sharp reproduction, reduced show-through, plates that are cheaper than standard letterpress plastic plates, lighter and therefore less expensive presses, and reduced power consumption.

As a disadvantage, Roth cited the fact that plastic flexographic plates are more expensive than the aluminum plates used in offset printing. In addition, he listed several "unknowns" that "may end up in the 'disadvantages' column:

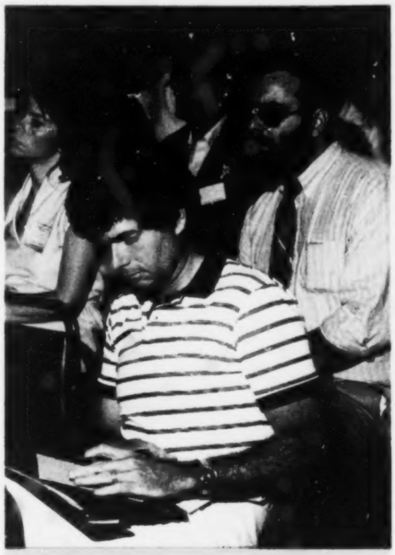
- "Can 'flexo' produce good, four-color newspaper printing on a consistent basis?"
- "Can ink suppliers produce ink that will dry quickly enough to prevent smearing, yet not so quickly that it dries on plates and anilox rollers?"
- "Will flexo presses prove sufficiently rugged and durable for the demanding newspaper environment?"
- "Will plate suppliers solve plate problems? Current plastic plates tend to swell and deteriorate on longer runs."
- "Will the quality of good flexographic newspaper printing be close enough to offset quality to make it an acceptable alternative?"

If research into newspaper flexography "turns some of the 'unknowns' to 'advantages,'" Knight-Ridder in the next 18 to 24 months expects to start up a full flexographic newspaper press. "If that proves a positive experience," Roth added, the company "could be moving toward regular use of flexographic printing within a three- to four-year time frame. We'd like not to have to provide white gloves to wear while reading our newspapers."

He concluded, "There could be an exciting new press option from which to choose, and the time may be sooner than most of you think." Meanwhile, Roth said, his company will "delay press decisions where possible."

In the well-attended symposium that followed, representatives of The Washington Post and the Atlanta Journal and Constitution provided details of their work in the flexography field.

Tom Might, the Post's vice president/production, echoed Roth in suggesting that the answers to lingering



Alan Tepper

There was a vast amount of information to digest.

questions about newspaper flexography will come in 1985. He also said that like Knight-Ridder, the Post has put "all replacement press decisions . . . on hold until the truth is known about flexo."

"The number of newspaper test sites will expand to 10" within the next year, he reported, "and two sites will be running full presses—not single webs—for the first time.

According to Might, the test at The Washington Post should be "the closest approximation to your everyday newspaper production," involving as it will full-color printing. The newspaper last year contracted with Goss and with Paper Converting Machinery Co., a commercial flexo press supplier, to convert an entire eight-unit press with three decks to direct flexography. "The Post will provide the manpower and the materials to run the press on live production and test runs, beginning this October, until it succeeds or fails. We have optimistically written the agreement for six months. It will probably take much longer," Might said.

He noted an advantage in testing a converted press, instead of a new one: Direct comparisons may be made with the pre-conversion press in terms of operating costs and efficiency. And if flexo works—if the purchase of new offset presses can be avoided—"the Post alone stands to save over $50 million in capital cost," he said.

"We aim to make it tough as nails for flexo quality at the Post to equal or exceed our offset color quality or letterpress black-and-white quality. That sounds strange for a newspaper making such a large investment to test flexo. But we want answers, not pipe dreams. If it doesn't work, or if it doesn't succeed by our standards, so be it," said Might. He described the Post as "not an advocate for flexo" but "an enthusiastic inquisitor."

Ralph Roth

As the Post continues preparation for its experiment, the Atlanta Journal and Constitution have ended theirs. Flexo Coordinator James Missroon told the symposium that the end of the full-color project, which came just after the Conference & Exposition, "is not the end of our interest in flexo. We still hope to see flexo develop into a cost-effective, clean alternative for printing high-quality, process-color newspapers."

Unlike Knight-Ridder and The Washington Post, the Atlanta Newspapers recently announced they will purchase 20 TKS offset press units for a remote printing plant in suburban Atlanta. "The offset decision," Missroon said, "was brought on last fall by urgent expansion needs before the flexo project could really get started."

He said that since then, the Atlanta test has indicated that color flexographic printing "would probably prove feasible now in a smaller, less demanding operation. However, there is more work to be done before flexo prints against deadlines in a large operation. We do not believe the process is consistent enough on long runs at high speed."

The Atlanta papers tested two flexographic units and a half deck manufactured by Kidder Stacy. Problems encountered included plate swelling, printing quality that deteriorated on long runs, extreme sensitivity of the soft blanket used in flexographic printing, impression instability, and ink drying on the plate.

Just before terminating the experiment, management of the Atlanta papers distributed an evaluation form to the pressmen who had worked closest to the project and "had tolerated all the nuisances associated with experimentation" as Missroon put it.

Asked "When will flexo be ready for our pressroom?," 12 of 13 said "in a few years."

"When will flexo be ready for a smaller operation with slower speeds and short runs?" Nine answered "now," and the others said "in a few years."

In other presentations:

- Updating a report to last year's Conference & Exposition in Las Vegas [presstime, July 1983, p. 15], Production Director George E. Botsko reported that the pioneering anilox-inking system installed at the Burlington County Times in Willingboro, N.J., in 1982 "still works—it works very well."
- Jonathan Markey, director of production for USA Today, said that in retrospect, it was probably a mistake to convert a six-unit Hoe Colormatic letterpress press to the offset process to accommodate printing of Gannett's national daily newspaper in Southern California. The conversion at The Sun of San Bernardino, Calif., which took place two years ago, has not yielded print quality in the range of that achieved at most other printing sites for USA Today, Markey said. However, he said the conversion, handled by Publishers Equipment Corp., "could be okay" for "more traditional papers."
- Another conversion of Hoe Colormatic units in California was described as "alive and well." Charles J. Morrow, director of production, said 48 Hoe units at the Los Angeles Times' Orange County plant were converted to offset via the Smith LOC system in 1980-81.
- Although both Roth and Might derided DiLitho printing, Kenneth W. Adams, vice president and production director of the Milwaukee Journal and Sentinel, explained how technicians there developed a mix of ink, water and fountain solution for "a unique direct lithography printing system (that) is providing readers and advertisers with a very colorful, quality project" [presstime, Jan. 1984, p. 21]. □

Cassettes available

Cassette tape recordings of Conference and Exposition sessions are available from Audio Cassette Tape/Transcription Service.

Tapes cost $16 per general session or symposium, with the first day's longer general session costing $24. A complete set of conference tapes is available in an album for $144.

Postage is $1 for the first tape and 50 cents for each additional one, with a maximum shipping charge of $5. There is an added charge of $3 for billing through MasterCard, VISA or American Express.

To obtain an order blank contact ACTS Inc., 1025 E. Clayton Rd., Suite 12, Ballwin, Mo. 63011. □

Pagination's promise tempered by warnings about potential pitfalls

Charles J. P. Gallagher

Rodgers Adams

Robert J. Farquhar

Technology's effects on newsroom operations were explored in the General Session on "Efficiencies" and in a subsequent symposium.

Production Director Charles J.P. Gallagher described the most advanced newspaper pagination system in North America. It is located at The Observer-Dispatch in Utica, N.Y., where pages have been laid out electronically and sent directly from the central computer to the platemaker—without an intermediate stop at the camera room—since January 1983 [**presstime**, Feb. 1983, p. 49]. The process yields considerable cost savings.

"You ANPA members . . . should not be debating whether or not to paginate but how and how soon you can," Gallagher said.

He added, "The continued existence in newspapering, yours and ours, is dependent upon reduced expenses, increased efficiencies and much better product quality," all of which are benefits to be derived from pagination. Thanks to the CPU-to-page system, he said, The Observer-Dispatch has developed a "new production workflow which involves fewer people, fewer supplies, less walking to and from places, faster customer service and fewer places for something to go wrong."

The Gannett-owned daily bought its pagination system from the first newspaper vendor in that field, Hastech Inc. The platemaker is by EOCOM Electronic Systems. "Our equipment does not require a printer's knowledge, skill or wage to produce better-than-before quality newspapers," Gallagher said. He stressed that a pagination system should not be composing room-oriented but should be geared to creative use by news and advertising departments.

Gallagher closed with a dramatic slide presentation showing how The Observer-Dispatch's obsolete composing room was converted into offices for him, his secretary and the circulation department, and a conference room.

In the "Newsroom" symposium that followed, two speakers drew attention to potential pitfalls of pagination, and others discussed the successful use of newspaper library systems and "electronic darkrooms."

Committed to pagination but concerned that it be properly implemented, Eric Wolferman, executive editor of The Reporter in Lansdale, Pa., offered "Ten Steps to Successful Pagination," based on his experience with The Saratogian in Saratoga Springs, N.Y.

Making a pitch for editors to be fully involved in pagination long before a paper goes "live," Wolferman observed that "too many editors believe computer systems are the exclusive domain of the production department," and "too many production managers believe editors are too dumb to understand the intricacies of the system. The result," he said, "is a system managed by production personnel who are unfamiliar with the daily struggles of desk editors, and unsympathetic editors who expect miracles from technicians."

In addition to involving editorial people in the early planning stages, he recommended appointing a pagination "guru" to create formats, write a comprehensive manual tailored to the individual paper, and prepare the staff technically and psychologically.

Once pagination is under way, newspapers should "never look back," Wolferman said. That is, editors should not be allowed to use pagination one day and paper dummies the next. Continuing to use dummies as "training wheels can lead to the false impression that editors are better off dummying pages on paper and giving them to clerks to paginate," he said.

By following these steps at The Saratogian, editors "gained workable proficiency in pagination within four weeks," Wolferman reported.

The other pagination panelist had a more negative message for the audience. Whatever pagination system is selected, "I predict you'll be sorry you bought the system you did," declared Rodgers Adams, assistant to the executive editor of the Minneapolis Star and Tribune.

Instead of buying "production tools to be run by production people," as they did in the early 1970s, newspapers are now buying "production tools to be run by creative people—ad takers and journalists and ad designers," he said. "That's a big difference, a watershed, a sea-change in what you look for in a tool."

There needs to be a recognition that "the way editors work on pages in newsrooms—especially big-city newsrooms—is radically different from the way typographers work on pages in the composing room," said Adams. Instead, without asking the right questions, "we find people excited about electronic Velox machines, when what they really need is a sketching tool, a graph-plotting tool, a photo selection and manipulation tool."

Libraries, darkroom. Other electronic wonders that are finding their way into the newspaper operation also came under scrutiny at the symposium.

"What used to be only a dream—a fully integrated electronic newspaper library system"—is entering a new stage of expansion at Knight-Ridder Newspapers Inc., said Peter T. Leach, director of operations for that company's VU/TEXT Information Services:

- Through the Associated Press' Datastream service, VU/TEXT will become the library system for the major wires.

- Newspapers using VU/TEXT will lower their telecommunications costs when VU/TEXT begins to use the AP's new SATPAC service for communication by satellite. (See story, p. 56.)
- The Tribune Co. of Chicago will use VU/TEXT for its eight daily newspapers, and the Tribune Syndicate will market the VU/TEXT library and subscriber service to newspapers nationwide.

More than 600 subscribers now have access to the 15 databases, including those of nine newspapers. VU/TEXT is expected to have more than 1,000 subscribers by the end of the year, said Leach.

Another library system, DataTimes, has been in operation for just 31 months at The Daily Oklahoman in Oklahoma City.

This system will be affordable for all newspapers because it is designed so they can market their databases to private clients, said Robert J. Farquhar, director of new systems at the paper.

The Daily Oklahoman now has 70 subscribers to its database, more than half signed on since March 1. It hopes to double subscriptions, adding $150,000 to the paper's annual income.

Richard G. Atkins, director of communications for the Associated Press, described AP technological developments benefiting the newsroom. One was the new Computer News Graphics system, allowing dailies to use AP's database of graphics or create an in-house database augmented by AP materials.

"It allows you to use sophisticated graphics on news stories and still meet deadlines," Atkins said. "Sophisticated graphics are in great demand by newspapers these days" partly because of the influence of USA Today, he added.

Another graphics aid is AP's electronic darkroom—now called the EPS, or electronic picture system—which allows the wire service to crop, adjust contrast and make other photograph enhancements electronically. Atkins said AP will introduce its third generation of EPS at this summer's Olympic games in Los Angeles and later will install EPS systems in Europe and possibly Washington, Chicago and Los Angeles.

Be your own phone company to hold down costs

Newton provides a lively end to the final General Session.

Harry Newton, president of Telecom Library in New York City, provided a rousing finale for the closing General Session.

Newton grabbed the microphone from the lectern and raced to and fro across the stage like Elmer Gantry, preaching a new telecommunications gospel peppered with a healthy dose of contemporary humor.

Newton's message was simple. "You have to become your own telephone company!"

On average this year, he noted, standard telephone bills have increased 25 to 30 percent, and basic telephone costs are expected to soar at least 50 percent higher in the next two years. The way to deal with this problem is to scour the newly competitive telephone marketplace for bargains in equipment and service, Newton said.

He suggested that newspapers, as major users of telephone services, put their own telecommunications experts on staff to do just that. In addition to monitoring the rapidly changing marketplace, they should take on the chores of installing equipment and handling maintenance.

"Hire computer professionals and train them in telecommunications," he said, adding that they should be productive in three months and pay for their salary and overhead within three months thereafter.

Newton said that since the AT&T divestiture, new cost-savings opportunities have sprung up. For instance, in the last 18 months to two years, the average cost of a telephone unit with hookup and installation has dropped more than 40 percent, from $1,000 to under $600. And because there are now more than 400 long-distance telephone carriers, and up to 70 percent of a newspaper's telephone bill can be consumed by long-distance rates, newspapers should look to alternatives to traditional long-distance carriers.

"Least-cost (telephone) routing will knock 30 percent off your phone bill," he said.

As an example, Newton pointed out that there are 175 ways to call New York from Atlanta, with prices ranging from 6 cents to $1.20 per minute.

"You will not be able to depend on one vendor or a group of vendors to give you the tender-loving care that you're used to receiving," he concluded.

Personal computers are booming, but problems are looming

At the Ferag booth, (from left) Mike Allen and Edward Ordonez of the New York Tribune are given a demonstration of on-line and off-line insertion by Richard Durrans.

While vendors were demonstrating personal computer applications for newspapers on the Exposition floor, newspaper executives at the Conference were busy studying the issues the PC boom is raising for them.

It was the first time that personal computers were a major topic for both a Conference General Session and a symposium, and the message delivered was that PCs hold a lot of promise for the newspaper business—but only if their proliferation is properly controlled.

In the General Session, James Longston, director of technology development at Tribune Co. of Chicago, warned that PCs could wreak havoc for newspapers that don't deal effectively with their spreading use.

Longston said that newspapers must address the problems of networking, compatibility and employee training to avoid problems [presstime, June 1984, p. 12].

During the follow-up symposium, Thomas P. O'Donnell, president and publisher of the News and Sun-Sentinel in Fort Lauderdale, Fla., discussed the results of a first-ever ANPA survey on PC use at newspapers. More than half the approximately 600 newspaper plants responding to the survey said PCs were being used in their operations. O'Donnell said 45 different PC models were being used at those newspapers by 716 people: 60 percent in the news department, 20 percent in the business office, 10 percent in executive offices, and the remaining 10 percent in advertising, circulation and other areas.

Marcia Ruth

Photo of the glamorous Marilyn Monroe was a showstopper at the AP booth.

Shirley A. Conover, vice president/director of communications services for the Chicago Tribune Co., described how PCs are being used interactively with an automated ROLM telephone system in the Tribune advertising-sales department.

The newspaper began using the computers to monitor the efficiency and productivity of its sale force.

"This package [the ROLM and the IBM XT] gives us raw data on all transactions on the PBX as they are completed," Conover said. "We're really just starting. There's much more analysis to do with the data we've never had before."

Another panelist, Barry T. Peckham, assistant controller of The Dallas Morning News, raised four concerns he has about PCs.

On data integrity, he said that if a newspaper has more than one PC and they are not linked to a common data source, "several users could be producing reports with conflicting information."

On security, he recommended that steps be taken to ensure that diskettes containing confidential data be locked up.

On compatibility, he reminded newspapers that often software written for one PC brand cannot be used on another.

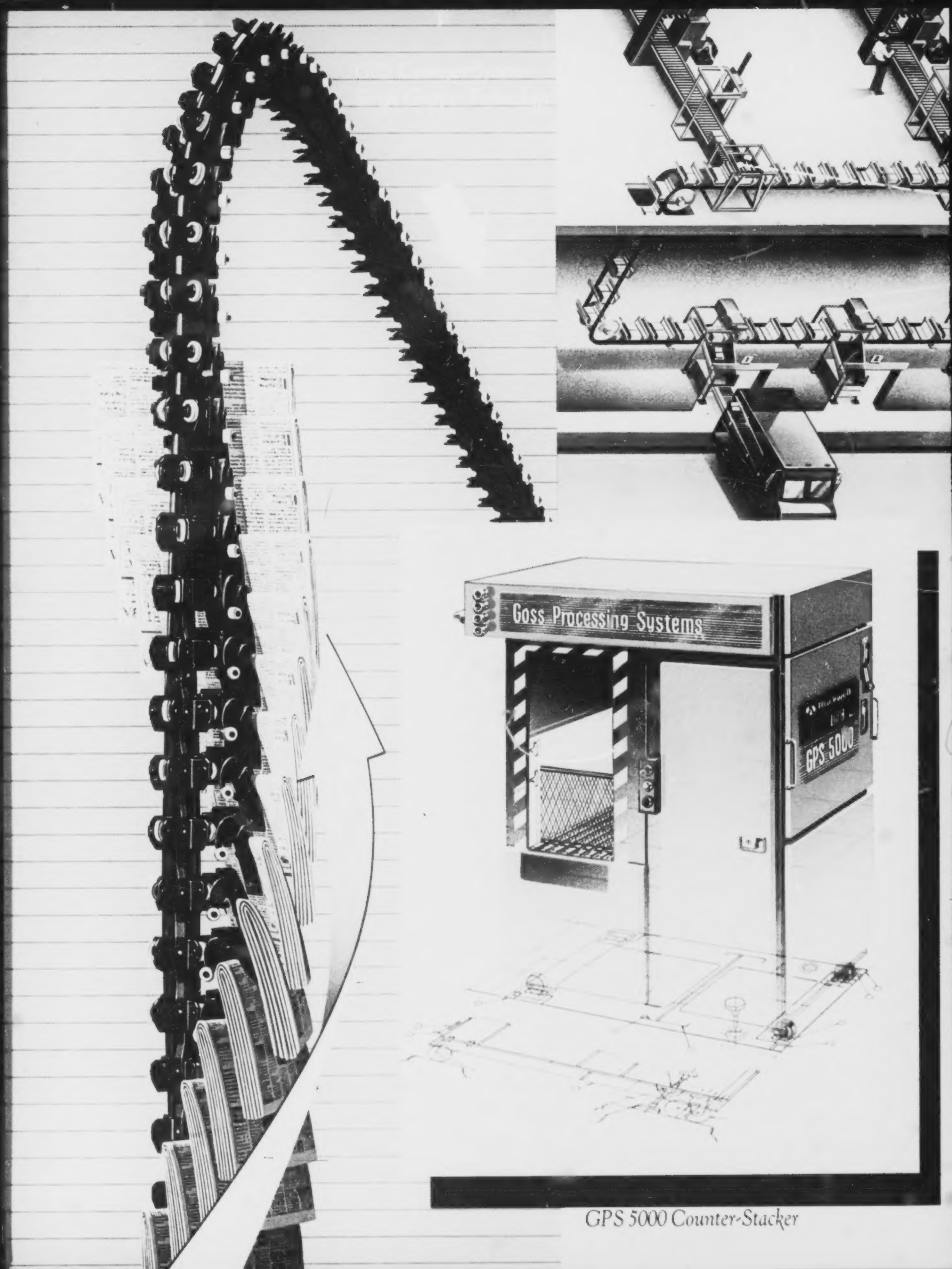
And on work efficiency, he advised newspapers to avoid what he calls "analysis paralysis."

"Micros are a great tool, but they turn the user into a combination computer operator, data-entry clerk and programmer," Peckham pointed out. "They can consume a great deal of time if you become wrapped up in the process of analyzing information."

An example of PCs' practicality was provided by Stephen R. Helm, administrative manager/circulation of the Kansas City Star and Times. He described how an electronic spreadsheet, used on an Apple PC, yielded data that enabled the company to implement a quick change in the retail rate of Sunday home delivery and single-copy sales.

"The thought of this late change horrified the company controller as he thought it would take several days to revise, and he'd miss the [budget submission] deadline," Helm said. "The next afternoon we placed on his desk the entire circulation division forecasts with the new rates included. It was shortly [thereafter] that personal computers began springing up everywhere at the Star."

As Steve Taylor, director of information services at The Boston Globe, summed up the situation, personal computers "shine" for myriad applications. ☐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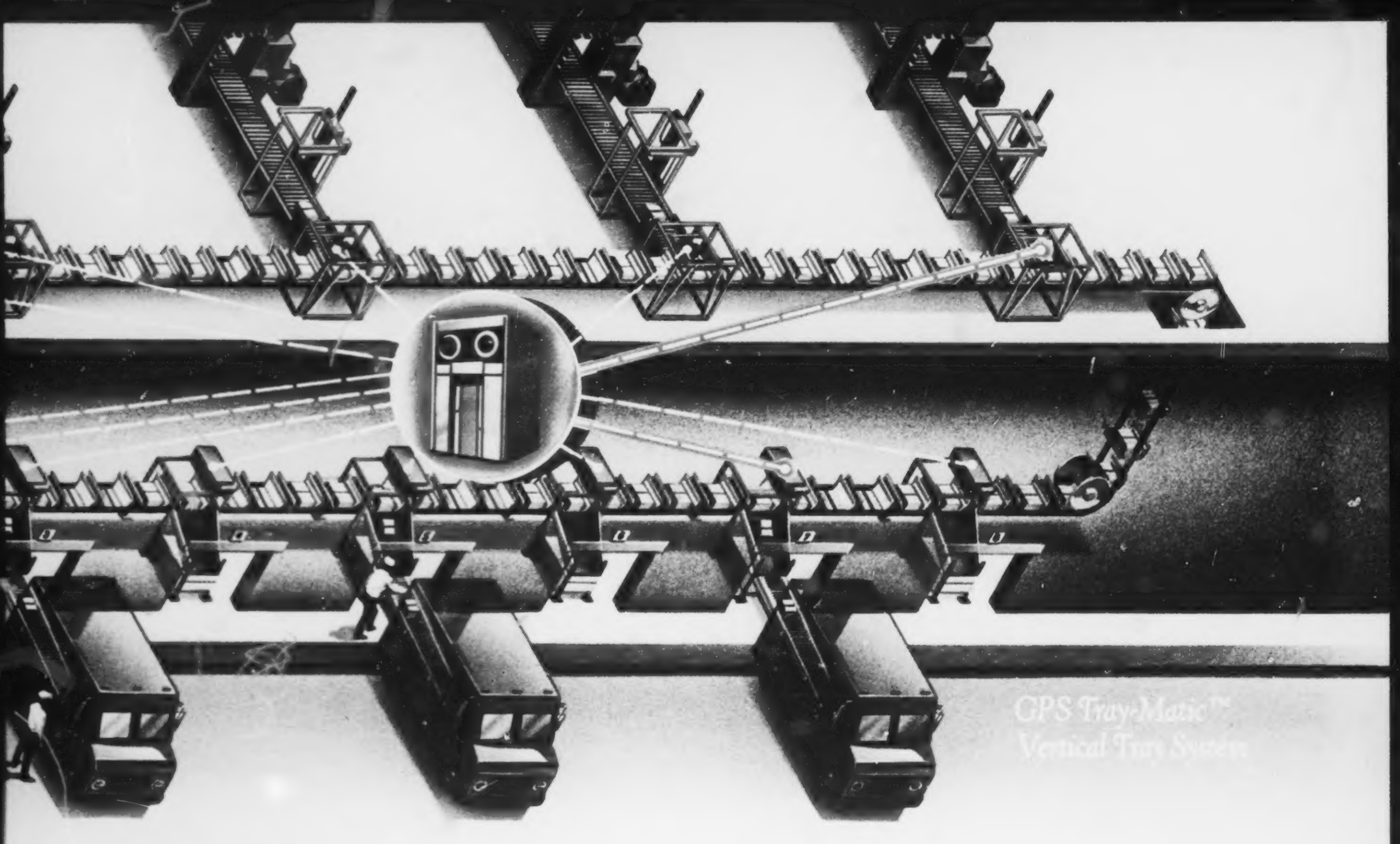

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Court overturns ban on cable liquor ads

The U.S. Supreme Court has overturned Oklahoma's liquor advertising ban for cable television advertisements originating in other states.

But because the court's unanimous decision was a relatively narrow one and did not address the First Amendment concerns raised by ANPA, the Oklahoma Press Association and others about the state's ban on all liquor advertising, the state press group is planning to pursue the issue.

The press groups had argued that the liquor-ad ban abridges commercial speech rights. They said it prohibits truthful, non-misleading advertising for a legal product.

The case, *Capital Cities Cable Inc. v. Crisp*, arose with a suit against the state filed by cable television groups in U.S. District Court. It challenged the state attorney general's action exempting from the ban out-of-state print media but not out-of-state cable television.

A temporary restraining order was issued prohibiting authorities from enforcing the ad ban until the issue was resolved. OPA asked for and received such a restraining order for newspapers. The status of the order subsequently was upgraded to a stronger preliminary injunction.

In light of the Supreme Court's narrow decision, and with the possibility that the state will move to reinstate the ban by getting the preliminary injunction lifted, OPA Executive Vice President Ben Blackstock said his organization will ask the federal trial judge in the case, Lee West, to continue the preliminary injunction and to accept further comment on the issue.

Blackstock said the state attorney general was expected to ask West to remove the preliminary injunction because the Supreme Court did not address the print-press concerns.

"We are going to meet the attorney general's office and the state of Oklahoma head-on," he said, "even though it may mean going all the way back up to the 10th Circuit and even to the U.S. Supreme Court if necessary."

OPA attorney Larry Bishop said the organization's appeal would be based on two grounds: commercial free speech as granted under the First Amendment and equal protection granted under the 14th Amendment. The latter argument would be supported by Oklahoma's allowing out-of-state publications containing liquor ads to be sold in Oklahoma.

In its decision, the Supreme Court said Federal Communications Commission regulations pre-empt the state law prohibiting Oklahoma cable firms from carrying out-of-state liquor ads [presstime, April 1984, p. 12].

"To the extent it has been invoked to control the distant broadcast and non-broadcast signals imported by cable operators, the Oklahoma advertising ban plainly reaches beyond the regulatory authority reserved to local authorities by the Commission's rules," Justice William J. Brennan Jr. wrote in the majority opinion handed down June 18.

He also said Oklahoma may regulate "local aspects" of cable systems such as franchisee selection and construction. However, "by requiring cable television operators to delete commercial advertising contained in signals carried pursuant to federal authority, the State has clearly exceeded that limited jurisdiction and interfered with a regulatory area that the Commission has explicitly pre-empted."

In so ruling, the court overturned a judgment of the 10th U.S. Circuit Court of Appeals.

But Brennan said the justices "do not reach the First Amendment question" raised by the press groups. He did not elaborate.

OPA's Blackstock said that because of the injunction, 65-70 percent of all newspapers in the state now accept liquor advertising. Among publications that do not accept it is The Daily Oklahoman of Oklahoma City, the state's largest newspaper.

The only other state with such a liquor-ad ban is Mississippi.

And one week after issuing its opinion in the Oklahoma case, the Supreme Court June 25 let stand a decision by the 5th U.S. Circuit Court of Appeals in *Lamar Outdoor Advertising v. Mississippi*.

The Circuit Court had ruled that Mississippi's right to enforce the 21st Amendment, which gave states authority to control alcohol consumption when it repealed federal Prohibition, takes precedence over First Amendment rights.

SEC actions stir protests by press groups

The Reporters Committee for Freedom of the Press, prompted by First Amendment concerns, said it will seek to intervene in the Securities and Exchange Commission case against R. Foster Winans, the former Wall Street Journal reporter charged with securities fraud.

Winans, who wrote for the "Heard On The Street" column, is accused of passing along sensitive stock market information before it was published.

Jack C. Landau, director of the Reporters Committee, said his organization opposes the kind of activities in which Winans allegedly engaged. However, he said, "the government does not have the right to regulate or govern the reporting of financial news in a general-interest newspaper. We will fight the jurisdiction of the SEC to intrude into newsrooms."

Among other things, the SEC contends that Winans should have disclosed his interest in securities he wrote about, and that he should not have omitted any relevant information from his stories. "Who are they to say that? They're not the editors," Landau commented.

The Reporters Committee will file its motion to intervene in U.S. District Court, New York, where the SEC filed its suit May 17. The action also will be taken on behalf of the New York Financial Writers Association and the officers of the Society of American Business and Economic Writers, who previously had expressed First Amendment concerns about the case [presstime, June 1984, p. 45].

On another front, Sen. Alfonse M. D'Amato (R-N.Y.) is preparing a bill that would classify some newspaper reporters as "insiders" under SEC laws. "Insiders"—people privy to advance information that could have a market impact—are subject to regulations, including personal financial disclosure.

And in a related matter, the Washington, D.C.-based Newsletter Association has accused the U.S. government of 16 counts of free-press violations. The association of 850 newsletter publishers said its members' rights "are being systematically violated by U.S. requirements that publishers of financial newsletters obtain government publishing licenses (required by the SEC for newsletters offering advice on securities investments) and submit to other chilling regulations."

Weeklies file more TMC suits

The number of dailies charged with federal antitrust violations in connection with their total-market-coverage efforts continues to grow.

Two of the latest lawsuits involve charges by paid weeklies against Tucson's daily newspapers and against the The Bradford (Pa.) Era. The suits were filed in federal district courts.

The Green Valley (Ariz.) News has claimed that TMC products distributed in that area by Tucson Newspapers Inc., the joint-operating-agreement agency for The Arizona Daily Star and Tucson Citizen, are not allowed under the 1970 Newspaper Preservation Act. That act permits two newspapers in a city to merge all non-editorial operations with antitrust immunity if one of the papers is in danger of failing.

The News claims that any activities not specifically authorized under the statute remain illegal under a U.S. Supreme Court decision against the Tucson JOA. Congress enacted the Newspaper Preservation Act in response to that decision.

Shoppers by JOA participants are not protected by the act, the News maintained. It added that Tucson Newspapers' distribution of the shoppers to both nonsubscribers and subscribers is "redistribution" which is a "form of predatory pricing" in restraint of trade.

In the Pennsylvania case, the weekly Bradford Journal said a free weekly supermarket circular published by the daily Era was "a deliberate attempt" to drive the Journal's shopper out of the market. The Era's "predatory pricing" and other unfair efforts "substantially impaired" competition, the Journal claimed.

The Era also was charged with producing its supermarket circular below cost.

Pamela Riley, ANPA assistant general counsel, said the ANPA Legal Department knows of about a dozen such antitrust cases that are pending in various courts. But there probably are many others that have not been brought to the Association's attention, she added.

The growing number of antitrust suits has followed daily newspapers' expansion into TMC products [presstime, April 1984, p. 22].

COURT BRIEFS

- Dow Jones & Co. agreed to pay **$800,000 to settle a libel suit** filed against it and reporter James Drinkhall of The Wall Street Journal's San Francisco Bureau. It is one of the largest cash settlements that has come to light as a result of libel litigation involving a newspaper.

The Journal's associate publisher, Peter R. Kann, said the settlement is "an exception" to the newspaper's policy of not settling such suits. Terms of the settlement also included an acknowledgement that the newspaper could not prove some allegations in 1979 articles that prompted the suits.

Drinkhall reported that two members of the Justice Department's Organized Crime Strike Force improperly pressured a reputed mob figure, who was serving a federal prison term, to testify against a Las Vegas casino owner.

- The New Jersey Supreme Court said a man's **libel suit may proceed** even though the plaintiff died after filing his complaint.

The state-court ruling was similar to one handed down last year by a federal judge in Newark who said a libel plaintiff's family can carry on the suit after the person's death [presstime, Feb. 1983, p. 14].

The recent case involved two developers who were indicted for alleged improprieties in construction of a publicly financed housing project. One was convicted in April 1981 of conspiracy and other crimes; the other died before the case went to trial.

The defendants had filed suit against the New York Daily News over an October 1979 story that alleged they were "linked by authorities" to organized crime and had "ripped off" millions in state housing funds. The widow of the deceased plaintiff was substituted as the plaintiff after her husband's death.

- The Connecticut Supreme Court **sustained a public-official libel ruling** in favor of The Advocate of Stamford.

"First Amendment considerations dictate that an article concerning a public figure composed of true or substantially true statements is not defamatory regardless of the tone or innuendo evident," the court said.

A former state senator sued The Advocate, saying a story on his alleged connections with racketeers published seven days before an election caused him to lose his bid for a fifth term in the state senate.

- The California Supreme Court upheld the First Amendment rights of a citizens' group that had suggested in a newsletter that members **not patronize advertisers** who advertise in a newspaper the group disliked.

The newspaper, the Foothill Times of El Dorado County, sued for libel and "intentional interference with an economic relationship." A trial court dismissed the libel claim but said the "interference" charge could proceed.

The citizens' group had alleged the Times is a "rag" that editorializes in its news columns. It said in the newsletter, "What about contacting businesses advertising in the Foothill Times and requesting that they discontinue that advertising?"

- A federal judge in Washington, D.C., ruled June 20 that the Defense Department was **within its rights in banning news coverage** of the first two days of the United States invasion of Grenada in October.

The judge also denied a request by Larry Flynt, publisher of Hustler magazine, that the Pentagon be barred from preventing reporters to accompany future U.S. invasion forces.

"The decision whether or not to impose a press ban during military operations and the nature and extent of such a ban if imposed are matters that necessarily must be left to the discretion of the commander in the field," said U.S. District Judge Oliver Gasch.

Justice stays jailing of writer

Supreme Court Justice John Paul Stevens June 19 temporarily stayed the jailing of a former editorial writer of the News-Democrat in Belleville, Ill., who refuses to reveal sources in a libel case.

Former News-Democrat editorial writer Richard Hargraves was sued by the St. Clair County Board chairman over a December 1981 editorial that accused the public official of breaking campaign promises and lying.

Hargraves, now an editorial writer for the St. Louis Globe-Democrat, was ordered in pretrial stages to reveal sources for the editorial or to spend a month in jail until the libel trial was to begin. He refused to identify his sources but offered a compromise by saying the sources were two members of the 29-person county board. The compromise was rejected.

The Illinois Supreme Court refused to block the jail sentence.

San Jose paper cited in ink case, but agency finds no hazard

The San Jose Mercury News has been cited for a violation of the California occupational safety and health standards in an incident of PCB contamination of yellow ink used at the newspaper. The state agency concluded, however, that the PCB contamination did not pose a hazard to the newspaper's employees.

Meanwhile, samples of ink from two more ink companies have been found to have PCB levels exceeding the U.S. Environmental Protection Agency's allowable limit.

The Mercury News was cited May 31 by the California Department of Industrial Relation's Division of Occupational Safety and Health for failing to give its employees written notification, under the state workers' right-to-know law, of the presence of a polychlorinated biphenyl, or PCB, in their workplace.

Cal/OSHA Information Officer Dianne H. Dienstein said that although the PCB incident presented no hazard to Mercury News employees, "We want to make sure that it doesn't in the future. That was the reason that we issued the citation."

The agency also issued three "information memorandums" to the Mercury News as a result of its inspection of the newspaper plant. The memorandums are "simply designed to alert an employer to a potential hazard," said Dienstein. They dealt with state requirements on providing hand protection, engineering controls and employee monitoring.

The Mercury News has appealed the citation to the Cal/OSHA Appeals Board.

The newspaper was not assessed a fine because of Cal/OSHA's policy not to penalize employers unless it finds at least 10 such "general" standards violations in an inspection.

The agency's action stems from the Mercury News' own disclosure earlier this year that yellow ink it had been using contained "a contamination of a single isomer of dichlorobiphenyl" [**presstime**, April 1984, p. 38]. The contaminated ink was removed from the paper by the two ink suppliers involved.

A second, similar Cal/OSHA investigation is continuing. The Daily Review in Hayward, Calif., requested a Cal/OSHA analysis of its ink supply after it found PCB contamination in its yellow ink, according to David R. Perry, business manager. Perry said the contaminated ink was replaced and the inking line purged, but to assure pressroom employees that the new ink being used is free from contamination the newspaper invited an OSHA review.

Cashau opens ink samples still trickling in for testing at The Newspaper Center.

Margaret Genovese

An investigation by the federal EPA into the San Jose incident also is continuing.

ANPA continues to receive "occasional samples" of ink from newspapers for testing in the Association's laboratory, according to George Cashau, director/technical research. Its tests determined that samples of ink produced by two more ink manufacturers contained more than 50 parts per million PCBs, the EPA limit. Earlier, five other ink companies had been identified as having had some contaminated ink [**presstime**, May 1984, p. 50].

Both Consolidated Printing Ink of St. Paul, Minn., and Rieger Printing Ink Co. Ltd. of Toronto said they received pigment from Magruder Color Co. of Elizabeth, N.J., which previously had been cited as the source of yellow pigment for the other inks found to be contaminated. However, a Consolidated spokesman could not confirm that Magruder pigment was used in the specific sample supplied to ANPA.

Marvin R. Gallisdorfer, vice president of Sinclair & Valentine Inc., the parent company of Consolidated, said the sample tested by ANPA was manufactured in its laboratory in response to a request from the Minneapolis Star and Tribune for ink samples for testing. The ink from which the sample was obtained was not manufactured for production purposes, he said.

Gallisdorfer disputed the ANPA lab's findings, saying an analysis of the same ink by an outside laboratory found only trace levels of PCBs.

At the Edmonton (Alberta) Journal, Rieger Printing Ink removed the ink identified by ANPA as having the elevated PCB level, said Fred Dicker, assistant plant manager at the Journal.

In Canada, dichlorobiphenyl is exempt from the federal government's ban of PCBs. Campbell J. McDonald, head of controls and implementation of the commercial chemicals branch of Canada's Environmental Protection Service, said studies by Canadian environmental and health agencies found that the less highly chlorinated biphenyls, specifically monochlorinated and dichlorinated biphenyls, are more readily biodegradable and less toxic than more highly chlorinated biphenyls, and therefore they were exempted from regulation.

—Margaret Genovese

ANPA tells House health panel: no known VDT dangers

A congressional subcommittee has concluded a series of hearings into possible adverse health effects associated with the use of video display terminals.

Newspaper business representatives were among the last witnesses heard by the Health and Safety Subcommittee of the House Committee on Education and Labor, which has no specific legislation before it and plans no further action at this time [presstime, April 1984, p. 40].

Dr. Howard R. Brown, medical director of The New York Times Co., told the panel June 5: "I can unequivocally state that I am aware of no medical evidence which demonstrates serious health effects from VDT usage." Currently, he noted, there are more than 50,000 VDTs in use at newspapers in the United States.

Brown, who also is chairman of the ANPA Environmental Committee, disputed the validity of an earlier presentation by Dr. Arthur L. Frank on a study made at the request of The Newspaper Guild. Frank said his study showed a higher level of eye and musculo-skeletal problems among VDT users [presstime, Nov. 1983, p. 22]. "Given the absence of peer review, and the problems inherent in the methodology employed, the [Frank] study is of limited use," Brown said.

Although the subcommittee was not considering specific legislation, Brown noted that, considering the growing use of VDTs in virtually all aspects of business, "education, not legislation, is needed." He said manufacturers should increase the training and educational materials provided to employers and their employees. "In sum," he said, "manufacturers, employer users and unions must strive to develop accurate information on the VDT and distribute it to VDT users."

ANPA Director/Technical Research George Cashau followed Brown at the hearing and testified on ergonomics, or working-conditions engineering. There is no "easy answer" to determining the proper and correct work station environment, he said. For example, glare from terminal screens is difficult to measure because it is a "perception" that affects people differently. "I have seen people move their VDT next to an unshielded window purposely" he said, "and I have seen others wear eyeshades in a room that was practically dark."

Margaret Genovese

Neergaard finds no harmful VDT radiation

Individual users should be able to adjust their VDT display, Cashau said, and the adjustment capability should include brightness and contrast, viewing angle and height controls.

"There are no clearly defined ergonomic standards," he said. "By cavalierly embracing one standard over another in a regulation, we would be retarding the progress which continues to be made in the design of work stations, including keyboards, screens, furniture and lighting."

He noted that introduction of a new technology can result in a degree of uncertainty or fear. With VDTs, the fears have centered around radiation. "To correct misinformation and to allay employee fears," he said "we provide our member newspapers with available current literature on the radiation area, including all studies which have been done on birth defects or reproductive problems."

The Association's testimony concluded with a demonstration by ANPA Assistant Environmental Coordinator Richard W. Neergaard of how a radiation test is conducted. His instruments detected no harmful radiation from an operating VDT placed before the subcommittee.

But Rep. Joseph Gaydos (D-Pa.), the subcommittee chairman, said he was not yet convinced of the safety of VDTs. ☐

Free paper wins again on bid for 2nd-class rates

A federal judge in Tennessee has reaffirmed his earlier ruling that a free-circulation weekly be allowed to take advantage of second-class, in-county mail rates.

The weekly, The Enterprise of Winchester, had been mailed third-class at a cost of about $60,000 more per year than the second-class rates in question, according to Publisher Ron Bailey.

U.S. District Judge Thomas G. Hull rejected a request of the U.S. Postal Service that he reverse his earlier order of summary judgment in favor of The Enterprise.

USPS argued in favor of existing regulations designed to distinguish between publications that disseminate news and those that contain little news but consist mostly or totally of advertising. Among other things, the regulations require that for the publication to qualify for second-class rates, at least 50 percent plus one of all copies be paid for by readers, or that those copies be requested by recipients.

Hull ordered USPS to repay the newspaper $77,356 it paid in "excess postage."

USPS is expected to appeal [presstime, May 1984, p. 48]. ☐

Rate case focuses on 'peak-load'

The eight-month-old postal rate case is lumbering toward its September conclusion, with some of the latest testimony focusing on "peak-load pricing."

Third-class mailers have claimed there are peak-load periods during which it costs more for the U.S. Postal Service to process mail. They have argued that priority first- and second-class mail constitutes nearly all the peak-load volume and therefore should absorb most of the extra costs. Their theory is that processing of lower-priority, third-class mail occurs mainly in off-peak periods.

ANPA witness John C. Panzar, economics professor at Northwestern University, testified before the Postal Rate Commission in early June that the third-class mailers' claims are inaccurate. If any work-load peaks exist, he said, they are minimal and caused by the handling of all classes of mail. USPS, meantime, reiterated that the cost to process third-class does not differ greatly for varying weights less than four ounces [presstime, June 1984, p. 35]. ☐

Senate panel OKs lottery ads bill

The Senate Judiciary Committee June 14 approved legislation supported by newspaper publishers to ease federal restrictions on the advertising of lotteries and other gaming activities ranging from casino gambling to church bingo games.

Federal law currently prohibits lottery advertising that is mailed or broadcast or that is transported across state lines, with the exception of advertising of state-run lotteries.

S 1876 would lift the prohibition for privately run lotteries that are "authorized, licensed, and regulated by a state." ANPA and the National Newspaper Association testified in support of the bill before a Judiciary subcommittee [presstime, Jan. 1984, p. 35], and they repeated the industry position in a letter to committee members just prior to their vote.

The House also is working on lottery advertising bills. The same day the Senate committee acted, the House Administrative Law and Government Relations Subcommittee held a hearing on two bills: HR 5097, which resembles S 1876, and HR 4020, which would allow advertising only of lotteries run by non-profit organizations and only in newspapers and on broadcast stations located in states that permit such gambling.

Testifying in the House on behalf of ANPA and the National Newspaper Association, Roy J. Eaton, publisher of the Wise County (Texas) Messenger, said the newspaper industry believes the present prohibition is an unconstitutional restraint on the right of free commercial speech. He also contended the ban discriminates against smaller newspapers because they cannot afford to publish separate editions—with the lottery advertising deleted—for mail or interstate delivery.

Eaton said ANPA and NNA support HR 5097 but believe it should be amended to apply not only to lotteries "authorized and *regulated*" by a state, but also to those "authorized and *subject to regulation*" by a state, he explained that some states exempt very small operations from regulation.

According to ANPA Counsel Rene P. Brown, it is unclear exactly how much lottery advertising would flow to newspapers if the prohibition is eliminated. She conducted an informal poll of several newspapers on the probable effect of the legislation, and "I got answers ranging from not much change to a great deal of change. The general consensus, however, was that advertising revenues would increase should the ban be lifted." ☐

LEGISLATIVE NOTES

- ANPA and four other news organizations have protested a legislative proposal that would repeal the law giving **Freedom of Information Act** cases priority on the hearing calendars of federal courts.

The proposal is included in HR 5646, which is pending before the House Judiciary Committee. The bill would eliminate most existing civil court calendar priorities.

In a June 7 letter to Judiciary Committee members, the media groups said removing the priority would "significantly reduce the effectiveness" of the FOIA. Cosigning the letter with ANPA were the American Society of Newspaper Editors, the National Association of Broadcasters, the National Newspaper Association and the Society of Professional Journalists, Sigma Delta Chi.

- A proposal for a **Uniform Criminal Records Act** for the states is being developed by a drafting committee of the National Conference of Commissioners on Uniform State Laws.

Several years ago the conference proposed another model records act, the Uniform Information Practices Code, which drew criticism from press organizations [presstime, Jan. 1982, p. 4].

The prior model law involved a wide variety of government records, but the new measure deals only with the handling of criminal history information—records of past arrests and convictions.

Representatives of ANPA, the First Amendment Congress and the Radio and Television News Directors Association met with the drafting committee in May and raised concerns about a preliminary version of the proposal.

A revised model-law draft will be presented to the conference in August. However, final action will not be taken until 1985

Broadcast 'Freedom' act rejected

The Senate Commerce Committee June 13 rejected a bill to eliminate the fairness doctrine and political equal-time obligations for radio broadcasters.

The measure was sponsored by Chairman Bob Packwood (R-Ore.). It was a narrower version of his Freedom of Expression Act, which would have lifted the federal content regulations for all broadcasters.

Packwood limited the bill to radio in an effort to attract more votes, according to an aide. There were other modifications, including a five-year time limit on the legislation's effectiveness.

While acknowledging that the 11-6 defeat probably eliminates any chance of further legislative action in this session of Congress, Commerce Committee Senior Counsel Ward H. White said Packwood "will continue to discuss the matter with his colleagues and interested broadcasters and publishers and journalists, and if sentiment should change, he will bring it up again."

ANPA had testified before the Commerce Committee in support of the Freedom of Expression Act, calling the fairness doctrine and equal-time rules "untimely, counterproductive public policy" [presstime, March 1984, p. 30].

Following the committee action, ANPA Vice President/General Counsel W. Terry Maguire said: "Sen. Packwood has advanced considerably the momentum toward freedom from content regulation for the electronic media. We remain hopeful that his strong initial efforts will lead to greater success in the not-too-distant future." ☐

FOI Day bill introduced in Senate

Sens. Bob Packwood (R-Ore.) and William Proxmire (D-Wis.) have introduced a resolution to designate March 16, 1985, as Freedom of Information Day.

In previous attempts to get this legislation enacted, the Senate has acted but the House has not.

This time around, the House has already passed its resolution [presstime, March 1984, p. 30].

March 16 is the birthday of James Madison, an author of the Bill of Rights. ☐

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Americans taking top roles in world press groups

With the June election of Richard H. Leonard, editor and senior vice president of The Milwaukee Journal, as chairman of the International Press Institute, three of the major international press organizations are now headed by U.S. newspapermen.

Joseph P. Rawley, co-publisher and general manager of The High Point (N.C.) Enterprise, was elected chairman of the International Press Telecommunications Council in April; and Harold W. Andersen, president of the Omaha (Neb.) World-Herald Co., has chaired the World Press Freedom Committee for the past five years.

Richard H. Leonard

Joseph P. Rawley

Harold W. Andersen

In addition, Allen H. Neuharth, chairman and chief executive officer of Gannett Co. Inc., was named first vice-president of the International Federation of Newspaper Publishers at FIEJ's annual meeting in May.

This ascendancy of U.S. journalists in world press circles coincides with the U.S. government's proposed withdrawal from UNESCO, where free press issues have been hotly debated over the years.

All of these organizations will maintain observer relationships with UNESCO as non-governmental organizations, even after the United States pullout that is scheduled for the end of this year.

"What we get (out of these organizations) is representation on the world scene," says Leonard, the fourth U.S. journalist to be president of IPI. "Not just Americans, but Western nations have to speak up or else they are going to be shouted down."

During his tenure as president, Leonard plans to increase the Latin American representation in IPI and to encourage UNESCO to "be more practical and less ideological."

Another advantage Leonard sees to IPI membership, which is open to individual journalists independent of their publications, is personal contact with other journalists. "Rubbing shoulders with other people in the world, finding out why they do what they do, helps give (American) editors a better perspective." Opening up press communications depends on the "kind of relationships we build as well as the pressure we bring," he says.

Although IPTC, which like IPI is based in London, shies away from direct involvement in press-freedom issues, Rawley sees it as having a strong effect on freedom of the press through its impact on rate-setting for international telecommunications.

"How free is a press when news is unaffordable, or where there are no facilities to send and receive news?" he asks.

Active in IPTC through membership in ANPA's Telecommunications Committee, Rawley says one of IPTC's upcoming projects will be to encourage the formation of national press groups to monitor telecommunications in individual countries. IPTC is also working on setting technical standards for multi-destinational satellite services.

For Andersen, chosen the first American president of FIEJ in 1978, as well as the second American to head WPFC, international involvement grew out of his tenure as chairman of ANPA in 1974-76.

Founded to challenge such threats as the Soviet Union's call for state control of the mass media at UNESCO's 1976 General Conference in Nairobi, WPFC brings together under one umbrella more than 30 press and broadcast organizations from throughout the Free World. The group has sponsored more than 60 projects in underdeveloped countries, monitors UNESCO activities and serves as a "watchdog" for free press violations.

"In the modern world, particularly when news from remote countries may have very direct and important significance in the lives of our readers, it behooves us to keep the channels into and out of these countries as free as we can," says Andersen.

Although this is the first time that Americans have presided over the three organizations simultaneously, all of them were first chaired, and to a great extent founded, by U.S. journalists: Lester Markel, associate editor of The New York Times, was IPI's first president in 1951; George Beebe, associate publisher of The Miami Herald, was WPFC's first chairman in 1976; and Stanford Smith, former general manager of ANPA, was the first chairman of IPTC, which was founded in 1965 with the combined efforts of ANPA, FIEJ and the Commonwealth Press Union.

—Marcia Ruth

> *The ascendancy of* U.S. *journalists in world press circles comes at a time when the* U.S. *government threatens to pull out of* UNESCO, *where free press questions have been hotly debated.*

IPI warns UNESCO: restore confidence

The International Press Institute had stern words for UNESCO at IPI's 33rd annual general assembly.

Meeting in Stockholm June 10-13, the group of about 450 editors, publishers and journalists from 44 countries passed a resolution stating UNESCO "must restore full confidence among [those] nations with a free press that its efforts are not in conflict with the principle of the free flow of information nationally and internationally."

Otherwise, said IPI, UNESCO—the United Nations Educational, Scientific and Cultural Organization—may not "be able to fulfill a useful role as an international clearinghouse for experience and know-how in the field of communication."

In its other resolutions, IPI:

- Called on Costa Rica's government to rescind a law requiring journalists to be graduates of the University of Costa Rica and urged the Inter-American Commission on Human Rights to consider the law's violation of human rights when it reviews the case of American journalist Stephen Schmidt, who was convicted under that law of practicing journalism in Costa Rica without a license [presstime,

- Protested anti-press activities of the military government of Uruguay, which IPI said has recently "censored, suspended or confiscated" Uruguay's newspapers and magazines on 28 occasions.
- Called on the government of Ghana to release the publisher, managing editor and a reporter of the Free Press of Accra detained since the paper was closed and its assets confiscated by the government nearly a year ago.
- Expressed concern over Nicaragua's proposed General Social Communications Law, which would nationalize the electronic media and institutionalize various press restrictions currently imposed under a state of military emergency.
- Deplored the assasination in Mexico May 30 of political columnist Manuel Buendia of Mexico City's Excelsior.

IPI elected as its chairman Richard H. Leonard, editor and senior vice president of The Milwaukee Journal. Leonard, who had been one of three vice chairmen, succeeds Max Snijders of the Netherlands. ☐

Nicaragua bomb kills 5 journalists

A U.S. newswoman was among five journalists killed in a bomb blast during a press conference held by Nicaraguan rebel leader Eden Pastora.

Linda Frazier, 38, a reporter for an English-language weekly, The Tico Times, in San Jose, Costa Rica, and wife of Associated Press Central American correspondent Joe Frazier, was the sixth U.S. journalist to be killed in Central America in the past five years.

The May 30 explosion wounded 27 other people, including AP reporter Reid G. Miller and British journalist Susan Morgan, a part-time correspondent for Newsweek.

The blast occurred inside the remote jungle headquarters of the anti-Sandanistas. Earlier in the day, the journalists had been escorted up the San Juan River in dugout canoes by members of the Revolutionary Democratic Alliance to the two-story hideout in the remote village of La Penca, near the border with Honduras.

Pastora, 48, served as a former Sandanista guerilla leader during the civil war against Nicaraguan dictator Anastasio Somoza.

Responsibility for the explosion has not been established.

The five other U.S. journalists known to have been killed while working in Central America over the past five years were Dial Torgerson, Los Angeles Times bureau chief for Mexico and Central America, and Richard Cross, a photographer on assignment for U.S. News & World Report, on the Honduras-Nicaragua border in June 1983; John Hoagland, a Newsweek photographer, in San Salvador in March 1983; John Sullivan, a free-lance writer on assignment in San Salvador, who disappeared in 1980 and whose body was found three years later; and Bill Stewart, an ABC News correspondent, in Nicaragua in June 1979. ☐

WORLD PRESS NOTES

- A dozen Republican lawmakers have joined Sen. Nancy Kassebaum (R-Kan.) in asking Secretary of State George Schultz to protest the **closing of the newspaper ABC Color** by the Paraguayan government.

The daily was closed March 22 after Publisher Aldo Zuccolillo was jailed for a week for refusing to reveal to the authorities the name of a reporter who interviewd an opposition political leader [presstime, April 1984, p. 47].

- "A totally distinct, **dual press coexists in Poland** today, unique not only to that country but perhaps throughout the world," says a report recently issued by the Helsinki Watch Committee and the Committee to Protect Journalists.

While several hundred underground publications (mostly weeklies and monthlies) and two underground news agencies distribute domestic and foreign news in Poland, "censorship is the norm" in the official press, according to the report.

- A leading Mexican **columnist was shot and killed** in Mexico City May 30 by unknown assailants.

Manuel Buendia's column "Private Network," carried daily in the Mexico City newspaper Excelsior and in many other papers, frequently exposed corruption and wrongdoing by business, labor and the government.

Buendia, 58, was also critical of U.S. foreign policy and of the U.S. Embassy in Mexico. He had written a book titled *The C.I.A. in Mexico.*

- **One hundred journalists "disappeared"** while Argentina was under military rule from 1976 to 1982, says a book distributed by the London-based Index on Censorship.

Written by Andrew Graham-Yooll, former news editor and political writer for the Buenos Aires Herald, the second edition of *The Press in Argentina* explains how newspapers, magazines and books were censored during the seven-year period.

- The executive committee of the Inter American Press Association met with government officials in Paraguay and Uruguay in June to **protest restrictions on press freedom** there. IAPA counts 29 media outlets that have been permanently or temporarily closed by Uruguay's current regime [presstime, Feb. 1984, p. 32].

AP satellite receiving dishes now can transmit, too

SATNET's Bowen shows equipment.

AP

The Associated Press and Telcom General Corp. have developed a system in which AP's 10-foot-wide satellite dishes can be modified to transmit as well as receive data.

"It's the first effort to make a large number of small earth stations operate on a two-way basis," said David L. Bowen, president of SATNET, a 2½-year-old AP subsidiary that furnishes transmission facilities for business data to customers in nearly 4,000 locations in the United States. The two-way project, called SATPAC for packet-switched satellite data services, will be an extension of one-way SATNET services.

AP officials said the new system will provide extra revenue for the news cooperative. In fact, Bowen said the system "is like discovering oil in your back yard."

SATNET's one-way data service this year is expected to contribute $1 million to the AP budget, he said, adding that two-way data service holds "immensely more" income potential.

"We expect substantial revenues from this project within five years," said AP President Keith Fuller. "Every dollar earned in this commercial area is one dollar less required of AP members."

Fuller added, "The addition of low-priced, two-way services will open up a far greater market at a time when telecommunication users are disappointed and confused by the results of Bell System divestiture."

AP said it plans to convert 10 of its more than 900 three-meter dishes to two-way capability by the end of this month and 50 by the end of the year, depending on market factors. Conversion requires installation at each receiving dish site of a transmitter and a computer board called a "MicroNode." AP's 1,000 30-inch receiving dishes will not be a part of the two-way program.

The main target of SATPAC marketing efforts originally was planned to be outside the newspaper business to firms with access to send-and-receive dishes at newspapers via local landline loops. SATNET, for example, now lists among its customers a variety of firms previously served by Western Union or AT&T.

However, Bowen said there has been strong interest within the newspaper business. One of the first users of SATPAC will be a newspaper-business enterprise. VU/TEXT Information Services, a subsidiary of Knight-Ridder Newspapers, has agreed to offer its database retrieval services to AP-member newspapers via the satellite network. VU/TEXT demonstrated the two-way satellite link at the AP booth during the ANPA Operations Management Conference & Exposition June 9-13 in Atlanta.

VU/TEXT, based in Philadelphia, provides computerized library services for The Philadelphia Inquirer and Daily News and four other newspapers. VU/TEXT also provides business information from various sources. □

Resources listed for cable TV

The ANPA Telecommunications Department has published a bibliography of materials considered helpful for newspapers interested in cable television.

The Cable Resource Guide contains more than 50 entrys grouped in six categories: reference works and directories, periodicals, books and reports, databases, legislation and policy, and organizations.

The Guide was a project of the ANPA Telecommunications Affairs Committee.

Copies are free to ANPA member newspapers. There is a $10-per-copy charge for non-members. To order, contact Suzanne M. Bilinski of the Telecommunications Department at The Newspaper Center. □

TELECOMMUNICATIONS NOTES

- Manager of **newspapers' cable-TV projects** plan to publish a quarterly newsletter to exchange information. At a meeting of managers June 10 in Atlanta, H. Grady Cooper, director of Newschannel 6 at The Asheville (N.C.) Citizen-Times, agreed to coordinate the project.

About 20 people interested in cable operations attended the meeting during the ANPA Operations Management Conference & Exposition.

- The ANPA Telecommunications Department also intends to track newspaper/cable cost-and-revenue data through semi-annual **questionnaires** to project managers, according to Jane L. Wilson, ANPA assistant director/telecommunications affairs.

- The Long Island daily newspaper **Newsday** dropped the video portion of its cable TV channel in May.

"We couldn't attract the kind of advertising money required to subsidize some of the investments we had to make to deliver the kind of quality we wanted to," said Stuart I. Levin, operations supervisor for the channel.

Since May 1983, the newspaper had been producing four hours of video programming daily, in addition to a scrolling text service with Telidon graphics [presstime, Oct. 1983, p. 20]. The scrolling service has been expanded to 24-hours-a-day operation.

ANPA committee will monitor test of satellite delivery system for advertising copy

The ANPA Technical Committee has formed a working group to maintain liaison with and offer technical advice to the fledgling AD/SAT satellite advertising copy delivery program being developed by a private firm, Robert Wold Co.

The group will monitor the AD/SAT test scheduled to run for six to nine months beginning in March 1985 with 12 newspapers in 10 cities. If the test results are successful, AD/SAT says, commercial service could start in early 1986.

The working group will keep the ANPA Technical Committee informed of progress of AD/SAT, and the Technical Committee will make periodic reports to the newspaper business.

Named to the working group were J. A. Riggs Jr., senior vice president of operations of The New York Times, who will serve as chairman; William D. Rinehart, vice president/technical of ANPA; and Charles M. Kinsolving, vice president of marketing/new technology of the Newspaper Advertising Bureau.

Meanwhile, AD/SAT announced the names of newspapers that will participate in its test. They are The Boston Globe, Chicago Sun-Times, The Chicago Tribune, Houston Chronicle, Los Angeles Times, Star-Ledger of Newark, N.J., The New York Times, The Philadelphia Inquirer and Daily News, The Washington Post and the San Francisco Examiner and Chronicle. The group includes tabloids and broadsheet papers with different page cut-off sizes.

The four advertising agencies that will participate in the test are N. W. Ayer, J. Walter Thompson, Young & Rubicam and Ogilvy & Mather.

"This private-sector test is a logical follow-on to the multi-year SAT/FAX study conducted by ANPA and NAB several years ago," recalled ANPA Executive Vice President Jerry W. Friedheim; "the conclusion of the SAT/FAX study was that necessary technology was available but that the potential economic viability of such a satellite-distribution system required field testing which could most effectively and appropriately be done by a private entrepreneur" [presstime, April 1983, p. 16].

Selection of the test newspapers and agencies was made by the Wold Co., which extended invitations to those publications, said N.S. "Buddy" Hayden, consultant to Wold for AD/SAT. There was no ANPA, NAB or other newspaper association involvement in the selection, he said.

"The selection process was arbitrary on our part," Hayden said. The goal was to involve a representative sample of newspaper companies that likely could make use of the AD/SAT service. Considerations included each newspaper's national ad volume as well as possible group representation, he explained.

Hayden said AD/SAT officials intend to contact all major advertising agencies during the test to give them an opportunity also to try out the system.

Under the AD/SAT test program, national advertising facsimiles in Standard Advertising Unit sizes will be transmitted to newspapers via satellite [presstime, May 1984, p. 45]. Newspapers will receive the AD/SAT test signal with existing Associated Press satellite earth stations equipped with special hardware. ☐

No quick appeal in Hartford case

The Times Mirror Co. has decided against an immediate appeal to the U.S. Supreme Court in its effort to retain ownership of The Hartford Courant and two Hartford-area cable-TV systems.

The company had considered such an appeal after the Connecticut Supreme Court ruled in March that the Federal Communications Commission's decision not to regulate newspaper/cable television cross-ownership does not pre-empt the state's authority to do so [presstime, May 1984, p. 51]. That ruling overturned a Superior Court decision.

The case was remanded to Superior Court for further proceedings on other issues Times Mirror raised in its challenge to a 1980 decision by the state's Department of Public Utility Control requiring divestiture of either the cable systems or the newspaper.

A Times Mirror spokesman said that although the company decided to go back to the lower Connecticut court, "at the end, we will still have the right to go to the U.S. Supreme Court to appeal the preemption issue." ☐

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Knight grant funds ad center at UNC

The Knight Foundation has awarded a $900,000 grant to the School of Journalism Foundation at the University of North Carolina to create a center for advertising studies and to endow a professorship in advertising.

The gift, the largest ever received by the Chapel Hill J-school, is considered an unusual one by journalism educators, not only because of its size, but because it is earmarked for advertising rather than news-editorial education.

Interviews with a half-dozen journalism educators confirmed the unusual nature of the size of the award. "There hasn't been that much support from foundations like that for advertising education, especially in that amount," said Dr. Martin P. Block, head of the Department of Advertising at Michigan State University.

Officials of the Knight Foundation "are to be congratulated for realizing that we've got to do more with advertising in universities, particularly producing advertising people for the media," added Neale Copple, dean of the School of Journalism at the University of Nebraska at Lincoln.

According to C.C. Gibson, president of the Knight Foundation, the grant is the foundation's first in advertising education.

Advertising programs, he said, "hardly ever get special recognition in journalism education. There are many improvements that can be made in teaching students who may be leaning toward that aspect of journalism, and the University of North Carolina intends to examine and promote those."

Of the total grant, $600,000 will be used to endow the James L. Knight professorship. Knight is chairman of the board of Knight Foundation and former chairman and chief executive officer of Knight-Ridder Newspapers Inc. The remaining $300,000 will establish the Knight Advertising Center.

UNC journalism Dean Richard R. Cole said the center will be the best-equipped advertising teaching facility in the country. Among the equipment that will be installed prior to its opening next January will be a computerized advertising-layout system and a system of personal computers that will connect the offices of advertising faculty members.

Of the 400 juniors and seniors in the J-School, 160 are advertising majors. ☐

Thomas R. Schumaker

Scott C. Schurz

James H. Ottaway Jr.

Schumaker, Schurz, Ottaway named to Foundation posts

ANPA Foundation Chairman and President Helen K. Copley has made three appointments, naming a chairman of a Foundation committee, a co-chairman of a joint Foundation-journalism educators committee, and a representative to the journalism school accrediting body.

Thomas R. Schumaker, publisher and editor of the Transcript-Telegram in Holyoke, Mass., was appointed chairman of the Newspaper in Education Committee.

Scott C. Schurz, publisher and editor-in-chief of The Herald-Telephone in Bloomington, Ind., was reappointed co-chairman of the ANPA Foundation/Association for Education in Journalism and Mass Communication Cooperative Committee on Journalism Education.

James H. Ottaway Jr., president and chairman of the board of Ottaway Newspapers Inc., was reappointed the Foundation's representative on the Accrediting Council on Education in Journalism and Mass Communications.

Schurz shares the co-chairmanship of the ANPA Foundation/AEJMC Cooperative Committee with Wilma D. Crumley, associate dean of the School of Journalism at the University of Nebraska-Lincoln. Crumley was designated by AEJMC. ☐

Northwest literacy conference cancelled

A planned regional conference to focus on ways newspapers can help eradicate illiteracy was cancelled in late June because only a dozen persons had registered.

The Northwest Literacy Symposium, jointly sponsored by ANPA Foundation and the Oregon Newspaper Publishers Association, was to have been held June 29-30 in Portland, Ore. [presstime, March 1984, p. 39].

ANPA Foundation Manager/Education Services Linda B. Skover said she does not think the low registration reflected a lack of interest in the problem on the part of publishers, but rather bad timing.

Publishers had been asked to bring a representative of their local school district with them to the meeting so that together they could develop literacy projects. Skover theorized that with the closing of schools for the summer, many school administrators may not have been available to attend.

The Northwest symposium was one of two regional literacy conferences the Foundation planned to hold this year in cooperation with state press associations. The second is still scheduled for Oct. 26-27 in Columbus, Ohio, with the cosponsorship of the Ohio Newspaper Association. Its target audience is newspapers in Illinois, Indiana, Kentucky, Michigan and Ohio.

Skover said several of the speakers that were on the program for the Northwest conference will now appear at the Midwest meeting. They include representatives of Reading Is Fundamental, Literacy Volunteers of America and The Kansas City Star Co., which has a new adult literacy project.

"We are looking forward to a large group of publishers and educators attending the Midwest literacy conference," said Skover. ☐

Higher education 'neglected,' say reporters on the beat

Michael Bowler

Muriel Cohen

The corps of newspaper writers giving careful and consistent attention to higher education is too small. As a result, higher education is not being covered well.

That was the conclusion of a group of reporters covering higher education for daily newspapers who met at the University of Maryland recently to discuss how to enlarge the cadre of education writers.

Eleven reporters participated. They were identified as leading education writers on daily newspapers in a study conducted last fall by Roger Yarrington, associate dean of the College of Journalism at Maryland. The Exxon Education Foundation provided financial support for the roundtable.

Yarrington's study indicated papers with outstanding higher education writers tend to be papers where the publishers have made a commitment to coverage of education and where editors see education as an important story. The reporters said editors on many papers would probably concede that higher education is an important activity but not high in news value—which, they said, is a mistaken view.

"The recent commission reports are only the latest events to focus public attention on education," David Bednarek of The Milwaukee Journal said. "Earlier it was integration, then the campus revolts, and then the expansion of expenditures. The public is interested in education."

The reporters said the education beats—higher education and K-12—should not be split in most cases because the two types of stories relate to each other, and few newspapers do divide the beats.

There is also value, participants said, in having a reporter stay with the education beat over a long period of time. "What makes an education reporter is contacts," Michael Bowler of The Baltimore Sun said. "Contacts are gained by staying on the education beat, otherwise any reporter could cover the story well."

Muriel Cohen of The Boston Globe said, "Quality higher education writing must be in-depth reporting, not just reactive. It must give some education perspective. And it should have some follow up coverage, not just a one-shot story."

Yarrington's study and the roundtable discussions both indicated the more typical pattern is for reporters to drift in and out of education assignments. Few seem to see education as a career specialty in the newsroom. Those who do cover education often have other beats as well.

Participants agreed that quality higher-education reporting requires knowledge of the history of education, how it is organized and financed, what the trends and issues are.

They also said that newspapers are likely to depend more on specialists for higher education reporting in the future and that university programs to produce such specialists through pre-service and in-service offerings will be needed. ☐

ADVERTISEMENT

The London Free Press

WILLIAM I. MORLEY

C. Robert Turnbull, President and Associate Publisher of The London Free Press, is pleased to announce the appointment of Mr. William I. Morley as Editor-in-Chief of the newspaper.

Mr. Morley has been associated with the newspaper for 25 years in positions ranging from reporter to assistant managing editor of production. Mr. Morley succeeds William C. Heine who retired May 23rd.

Mr. Morley's appointment was effective May 24.

New ANPA report available on transmission guides

ANPA has published an updated version of its special report on wire-service transmission guidelines. The guides are suggested specifications for the delivery and reception of computerized, high-speed—1,200-baud—wire-service material.

Donald V. Teschner, ANPA production engineer, said the new document more accurately reflects actual usage than the report it replaces—former ANPA Research Institute Bulletin 1312—which was published in February 1979.

For example, the new guidelines provide codes to distinguish between spot news and advance news, and a special events category for such things as Olympics coverage to be identified quickly and easily.

There also is a new, separate category for food and diet copy, reflecting an increase in recent years in editorial space devoted to the food pages.

The guidelines are established by the ANPA Wire Service Guidelines Committee that consists of about 100 representatives of newspapers, manufacturers and wire services.

To obtain a copy of the guidelines, special report 84-2, or for more information, contact Teschner at The Newspaper Center. ☐

News Research

TV campaign reports are found skimpy

BY GUIDO H. STEMPEL III

Guido H. Stempel III

We don't ordinarily mention studies of television in this space, but there is one coming out that we think **presstime** readers will find interesting.

You've heard the claims over the years about how much political information the public gets from television. Well, a study of coverage by Ohio television stations of the 1982 statewide campaigns puts this in a new light.

David Ostroff of the School of Speech Communications at Bowling Green State University and Karin Sandell of the School of Telecommunications at Ohio University analyzed the coverage in 1982 of the three Columbus and three Toledo television stations. They looked at early evening and late evening newscasts for the last five weeks of the campaign.

Their conclusion was that, "Television provided relatively small amounts of information about most races and no coverage of some." The governor's race received the most coverage—an average of 10 stories by each station over the five weeks. However, the No. 2 race in the state—for secretary of state—received a *total* of four stories from the six stations, and the races for attorney general and state auditor received a total of three stories from the six stations. The two races for Supreme Court seats were not mentioned by any of the stations.

Ostroff and Sandell also found that most coverage of those campaigns was the result of initiative by the candidates, not initiative by the television news staffs.

Now, let's try that question again: Where do people get most of their information . . .?

A report of this study will appear in the Summer 1984 Journalism Quarterly.

• • •

Timothy Crouse in his book *The Boys on the Bus* suggested that pack journalism dominates coverage of presidential campaigns. He claimed that reporters imitated each other and that they wrote leads that agreed with leads of wire-service reporters to forestall phone calls from their editors asking why they didn't have the same lead a wire service had.

An analysis of coverage of 14 major events of the 1980 campaign by Carolyn Martindale of the journalism program at Youngstown State found otherwise. She compared the first three column inches of stories in The New York Times, The Wall Street Journal, The Washington Post, the Los Angeles Times and the Chicago Tribune with comparable portions of the AP and UPI stories. She checked to see whether or not the same topics were covered.

She found a relatively low level of agreement. It ranged between 36 percent between the Chicago Tribune and Associated Press down to 21 percent between the two wire services. That's hardly pack journalism. Instead, it seems to reflect independence on the part of reporters in determining what is newsworthy.

Martindale's study will appear in the Summer 1984 Journalism Quarterly.

• • •

Timeliness seems to be the most important news element in prize-winning pictures, according to a study by Michael W. Singletary, professor of journalism at the University of Tennessee, and Chris Lamb, a graduate student at Tennessee.

They analyzed 111 news pictures and 111 feature pictures that placed first, second or third in the monthly contests of the National Press Photographers Association between 1978 and 1981.

They found that all but one of the 111 photos had a high degree of immediacy when published. They also found that 81 percent of the winning news photos were either of accidents, disaster, crime or violence. Nearly all the news photos were negative, but only a third of the feature photos were negative.

The study is reported in the Spring 1984 Journalism Quarterly. □

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Circulation

USA Today audit: paid total of 1.138 million

The first and long-awaited Audit Bureau of Circulations report on USA Today showed an average paid circulation for the last quarter of 1983 of 1,138,030, confirming that the Gannett Co. national newspaper has become the third largest circulation daily in the United States.

The ABC audit report released June 25 also disclosed unaudited figures, based on a publisher's statement, setting USA Today's paid circulation for the first three months of 1984 at 1,284,613.

In addition, ABC listed the newspaper's average daily bulk sales—to hotels, airlines and other businesses for distribution to customers—as 41,804 audited for the last quarter of 1983 and 48,361 from the publisher's statement for the first quarter of 1984.

ABC does not list bulk sales as part of average net paid daily circulation. "We feel very strongly" that they should be included, said USA Today President Paul B. Flynn.

The newspaper noted that including the bulk sales, the averge daily circulation figures would total 1,179,834 for the last three months of 1983 and 1,332,974 for the first three months of this year.

With release of the figures, USA Today's circulation trails only that of the Wall Street Journal (2,081,995) and the New York Daily News (1,374,858) among U.S. dailies.

USA Today's earlier circulation reports were based on its own figures and periodic audits by Price Waterhouse [**presstime**, Sept. 1983, p. 46]. The paper was not eligible for ABC membership or auditing until it had been in publication for a year following its Sept. 15, 1982, launch.

The company noted that the ABC figures are higher than previously used in setting USA Today's advertising rate base.

Before the newspaper began publishing, Gannett Co. had projected circulation of 1,150,000 by the end of 1983.

The paper is now printed in 24 plants around the country. It plans to enter several new markets this fall, including Cincinnati-Indianapolis-Dayton-Louisville and Phoenix-Tucson.

A test to market the paper throughout Europe and parts of the Middle East will begin July 10. It will be printed in Westchester County, N.Y., airlifted overseas and sold for an average $1 per copy. □

Norfolk newspapers institute Atex 'modular output'

The approximately 160 newspapers with Atex front-end systems might be interested in the latest development to come out of The Virginian-Pilot and The Ledger-Star in Norfolk, Va. A systems analyst there developed a software program that enables the papers' Atex equipment to operate as a partial pagination system.

John R. Stackpole Jr., a former composing room worker and the program's writer, calls the process "modular output." The end product is a series of news stories that have been broken into the desired number of "legs"—columns of type— and topped by a headline. Each story with its headline is typeset as a unit, which is easily pasted onto a page without traditional cutting and positioning.

The key to the process is a format program that gives an editor added control and flexibility in laying out news columns.

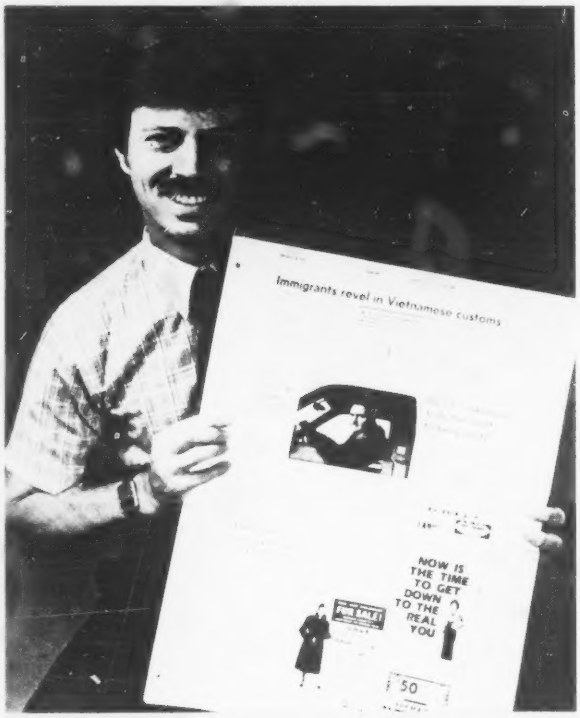
Essentially, modular output provides editors with the ability to determine the number and depth of columns and to position heads, copy, cutlines and spaces for photographs and other artwork.

Although the editors are not provided with a visual representation on their VDT screens of the complete composed area as it will ultimately appear, they are still able to adjust the tops and bottoms of columns, alter line leading in increments of one-tenth of a point, or change paragraph spacing to make an article fit the newshole and determine where the jump will begin.

What the editor sees on the screen, after the story is hyphenated and justified, is the copy as it will appear as "legs" of the typeset article. In the status line of a given file, the editor is told how many lines over or under the story is to fill the hole.

With modular output, editors are able to do selective editing within a story to make it fit the newshole, Stackpole said, instead of just cutting the article from the end. After the story is edited to fit the newshole, it is again hyphenated and justified before being sent to the typesetter.

In the composing room, modular output eliminates many paste-up problems such as crooked copy blocks and manual paragraph spacing.


Immigrants revel in Vietnamese customs
NOW IS THE TIME TO GET DOWN TO THE REAL YOU
50

Stackpole holds modularly composed page.

While the approach does not eliminate the need for composing-room personnel, it does expedite the page-assembly process: No longer do paste-up people have to cut and position pieces of editorial material to assemble a story.

"I tried to make this program beneficial to editors," Stackpole said, adding that he simultaneously eased the burden on pasteup personnel.

According to Donald Teschner, a production engineer in the ANPA Technical Services Department, Stackpole's is a user friendly approach to area composition that effectively provides modular composition of news elements. Whereas most area composition systems require extensive use of typesetting codes, his uses simple layout formats.

"It's a fill-in-the-blanks approach to area composition of news text on an existing front-end system using easily followed formats," Teschner said. "You don't have to be a computer expert to be able to use the formats. I think his theory and concept are very valid."

Modular output was first used in composing special sections, such as features and food, but in June, the Norfolk dailies began using the process in the news sections.

Stackpole reported that some early bugs and unfamiliarity with the new process caused some editors to pooh-pooh modular output initially, but nearly everyone now uses it to put together their sections. Much of the success of modular output, he said, is the editorial department's continued interest in using the formats and an ongoing dialogue between editors and him on ways of improving the formats.

Modular output, which took Stackpole a year to develop, had its origins in display-advertising makeup. Stackpole wrote a format making it possible to use Atex editorial terminals to compose automatically a supermarket ad the newspaper ran frequently.

Where it used to take compositors four and a half hours to compose the ad on a Raycomp terminal, Stackpole found that the same ad could be composed in 30 minutes using his programmed format on an Atex terminal. Stackpole said the underlying concept behind modular output is allowing the computers, not people, to do the calculations and parameter adjustments.

The typesetter currently being used by The Virginian-Pilot and The Ledger-Star cannot produce anything wider than four columns. However, the papers have a new typesetter on order that will handle the width of a full page.

And Stackpole said he believes his modular-output program can be expanded to compose and typeset all the copy for a page at one time—in other words, a version of full-page pagination.

He said that by assigning x and y coordinates, the editor will be able to position stories and headlines. When typeset, they will appear in the space they will occupy on the printed page. —*Paul Kruglinski*

'Anugwire' spurs progress

Newspapers using Atex front-end systems share a secret. It's called Anugwire—an informal acronym for Atex Newspaper Users Group Wire—and it's proving to be a bonanza of timely tips and relevant information for a select audience.

Anugwire is an electronic newsletter prepared weekly by Atex Users Group members and sent, via Associated Press and United Press International wires, to about 100 of the 160 newspapers worldwide that have Atex front-end systems.

Through Anugwire, which began operation on Feb. 14, 1983, and replaced a printed newsletter that had been published infrequently, Atex users are able to share information on problems with their systems, on program formats and on other high-technology developments.

For instance, the use of personal computers as remote terminals was spurred on when users-group members across the country read in their Anugwire queue about this innovation at other newspapers [presstime, June 1984, p. 12].

Also, data-processing people frequently publish, by Anugwire, the programs they write for the Radio Shack TRS Model 100 portable computer. The newsletter even contains questionnaires and publishes speeches and reports of the users-group committee meetings.

Anugwire is the brainchild of Paul Schulman, news systems manager at The Record in Hackensack, N.J. While presiding over the users group in 1982-83, he appointed a resource committee to determine the feasibility of such a newsletter. In December 1982, the committee recommended guidelines for Anugwire, and the service was on line by the following Valentine's Day.

"We had all this good knowledge," Schulman said of the reasons for starting the venture, "but the knowledge was geographically confined to (each newspaper's) building."

Daniel T. Sullivan, Atex newsroom manager at the Chicago Sun-Times, serves as Anugwire editor, but he says his role is more akin to traffic cop for an information clearinghouse.

According to Faith Christine, the group's treasurer and the computer systems coordinator for the Minneapolis Star and Tribune, the publication is put together officially by the groups' committee chairmen on a rotating basis. However, unofficially, "anybody who's got something sends it to Sully (Sullivan) in Chicago."

Every Wednesday evening the newsletter, which would average four to 10 pages if it were typewritten, moves over the wires. About three-fourths of the users-group members get it from AP, and initially, AP charged for the service. But now the Anugwire is carried gratis by both wire services.

VU/TEXT holds Anugwire as part of its electronic database and charges $10 per hour to search back issues. ☐

TECHNOLOGY CALENDAR

- **Gutenberg USA**, an international graphic arts exhibition, will be July 12-15 at McCormick Place in Chicago.
- **IPEX '84**, an international printing equipment and allied trades exposition, will be Sept. 4-12 at the National Exhibition Center in Birmingham, England.
- The **ANPA Technical Committee** will meet Sept. 6-7 at The Newspaper Center in Reston, Va.
- **Electronic Imaging '84** will be Sept. 11-13 at the Westin Hotel in Boston. The conference, which will feature electronic components, equipment and systems, will be the first of its kind to be sponsored by Electronic Imaging Magazine and the Society of Photographic Scientists and Engineers.
- The **Atex Newspaper Users Group** will meet Sept. 23-26 at the Anaheim Hilton in Anaheim, Calif.
- The National Newspaper Association's annual **Convention & Trade Show** will be Sept. 26-28 at the Reno-MGM Grand Hotel.
- **Graph Expo '84 East**, a printing show, will be Oct. 14-17 at the Coliseum in New York City.
- The **International Newspaper Conversions Group** will have its annual meeting Oct. 24-26 at the Disneyland Hotel in Anaheim.

TECHNOLOGY NOTES

- Rochester Institute of Technology's School of Printing opened a **newspaper production laboratory** with equipment valued at $1.5 million donated by 14 vendors.

  Among the equipment: a four-unit offset press, an editorial front-end system, a photo-direct platemaker and a color separator.
- Itek Composition Systems Corp. and Hendrix Technologies Inc. entered into an original-equipment-manufacturers agreement covering **distribution of diskette data-conversion systems** known as Multi-Disk Reader and The CONVERTER.

  The systems allow translation and transferral of data from 50 different computer systems' floppy diskettes to a variety of host systems.
- Compugraphic Corp. **has signed an OEM agreement** with Bedford Computer Corp. that enables Bedford to market Compugraphic model 8400 and 8600 typesetters.

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Speeches available from '84 Conference & Exposition

Single copies of the following ANPA Operations Management Conference & Exposition speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center.

Monday, June 11

General Session

• **Welcoming Address: Charles E. Glover,** president, Cox Enterprises Inc., Atlanta

• **Address by the ANPA Chairman and President, Richard J. V. Johnson,** president, Houston Chronicle

Theme: Distribution
Issues

• **Where We Stand Now on Unfair Shared Mail, Otto Silha,** chairman of the board, Cowles Media Co., Minneapolis

• **The Post Office Point of View, Postmaster General William F. Bolger,** U.S. Postal Service, Washington

• **Advo Marriage Mail, John A. Valentine,** president, Advo-System Inc., Hartford, Conn.

• **A Major Retailer's Wants and Needs, Richard A. Trea,** market media manager, J.C. Penney Co., New York

Answers

• **Strategic Packaging and Pricing, Jerome S. Tilis,** senior vice president, Philadelphia Inquirer and Daily News

• **Combatting the Marriage Mailer, Richard J. Kaspar,** vice president and general manager, The Columbus (Ga.) Ledger and Enquirer

• **Setting Up and Maintaining Subscriber/Nonsubscriber Lists, Lindsey Wulff,** director of information systems and telecomputing, Lee Enterprises Inc., Davenport, Iowa

• **On-Line Inserting: Our Capabilities Today, Joe Hladky III,** president and publisher, The Gazette Co., Cedar Rapids, Iowa

• **Off-Line Inserting: Our Capabilities Today, Robert L. Moyer,** vice president/operations, Small Newspapers, Kankakee, Ill.

Tuesday, June 12

General Session—Theme: Color and Product Quality
Issues

• **Our Color World, Dr. Robert W. Chestnut,** senior vice president and research director, Advertising Research Foundation, New York

• **Color in Newspapers From the Agency Point of View, George M. Rogers,** senior vice president, D'Arcy MacManus Masius, Bloomfield Hills, Mich.

Answers

• **An Editor's Perspective, David Lawrence Jr.,** vice president and executive editor, Detroit Free Press

• **An Advertising Director's Perspective, Dennis Berry,** advertising director, Atlanta Journal and Constitution

• **A Publisher's Perspective, Harold Lifvendahl,** president, publisher and chief executive officer, The Orlando Sentinel

• **The Production and Operations Perspective, Charles R. Blevins,** vice president/production, Gannett Co. Inc., Rosslyn, Va.

• **Achieving Quality, Stan Richmond,** vice president/systems and engineering newspaper operations, Harte-Hanks Communications Inc., San Antonio

Three Concurrent Symposia
Symposium I: Color—A Systems Approach

• **Panelists: Michael F. Foley,** managing editor, St. Petersburg Times; **William Howard,** color lab supervisor, St. Petersburg Times; **Walter D. George,** vice president/production, The Press Democrat, Santa Rosa, Calif.; **Michael Bella,** vice president/production director, The Times Journal Co., Springfield, Va.

Symposium II: Environmental Issues

• **Environmental Problems—They Won't Go Away, Howard R. Brown,** medical director, The New York Times Co.

• **Health Care Costs—Pay Now or Pay Later, Wayne O. Buck,** medical director, Los Angeles Times

• **VDT Legislation, Claudia M. James,** ANPA counsel

• **Newspapers' Waste Problems—How to Handle Them, Richard W. Neergaard,** ANPA assistant environmental coordinator

Symposium III: Telecommunications—Internal Operations

• **Impact of Divestiture, James J. Sobczak,** vice president/telecommunications, Bank of America, San Francisco

• **The Phone Room: How to Get More Value From Your Telephone System, Robert A. Fusie,** general manager, Quad-City Times, Davenport, Iowa

• **Paging Systems: How to Improve Distribution, John Friedman,** circulation services director, Philadelphia Inquirer and Daily News

• **Teleconferencing Opportunities and Options, Charlton R. Price,** senior consultant, Lawrence-Leiter and Co., Kansas City, Mo.

• **Making It Work: Managing Your Telecommunications System, Shirley A. Conover,** vice president and director of communication services, Chicago Tribune Co.

Wednesday, June 13

General Session—Theme: Efficiencies
Issues

• **Electronic Systems: Status or Status Quo?, John W. Seybold,** publisher, Seybold Publications Inc., Media, Pa.

• **Press Decisions, Ralph Roth,** vice president/production, Knight-Ridder Newspapers Inc., Miami

• **Pagination: CPU to Plate/Film, Charles J. Gallagher,** production director, The Observer-Dispatch, Utica, N.Y.

• **Personal Computers and Networking, James N. Longson,** vice president and director of technology development, Tribune Co., Chicago

Three Concurrent Symposia
Answers
Symposium I: Press Decisions

• **Direct Lithography—Milwaukee Style, Kenneth W. Adams,** vice president and production director, Milwaukee Journal and Sentinel

• **Our Approach to a Total Flexo Conversion, Tom Might,** vice president/production, The Washington Post

• **New Flexo Units, James Missroon,** flexo coordinator, Atlanta Journal and Constitution

• **The LOC System—Alive and Well, Charles J. Morrow,** director of production, Los Angeles Times

• **Anilox (Keyless Inking) on a Goss Metro Offset, George E. Botsko,** production director, Burlington County Times, Willingboro, N.J.

Symposium II: Newsroom

• **Electronic Libraries—Where Do We Stand, Robert J. Farquhar,** director of new systems, The Daily Oklahoman, Oklahoma City

• **VU/TEXT: Knight-Ridder's Regional Library Service, Peter T. Leach,** director of operations, VU/TEXT Information Services Inc., Philadelphia

• **Electronic Darkroom, Richard G. Atkins,** director of communications, Associated Press, New York

• **Pagination Progress Reports, Rodgers Adams,** assistant to the executive editor, Minneapolis Star and Tribune, and **Eric Wolferman,** executive editor, The Reporter, Lansdale, Pa.

Symposium III: Personal Computers

• **The Personal Computer as a Circulation Management Tool, Stephen R. Helm,** administrative manager, Kansas City (Mo.) Star

• **Using Personal Computers to Manage Telecommunications Operations, Shirley A. Conover,** vice president and director of communication services, Chicago Tribune Co.

• **The Use of Microcomputers in the Newspaper, Barry T. Peckham,** assistant controller, The Dallas Morning News

Court overturns NLRB order to publish column

The National Labor Relations Board does not have the power to order a newspaper to publish material it chooses not to publish, the U.S. Court of Appeals, District of Columbia Circuit, has ruled.

The decision came in a labor relations case involving The Herald News of Passaic, N.J., in which the board had ordered the newspaper to resume publication of Mitchell (Mike) J. Stoddard's weekly column.

The NLRB found that the controversial column addressing issues affecting Northern New Jersey was discontinued shortly after a representation election that led to certification of Local 8 of the Graphic Communications International Union as bargaining agent for the newspaper's editorial employees.

It decided the company's action was "a reprisal" against Stoddard for having taken an active role on behalf of the union.

The newspaper appealed the board's order to the court, and ANPA filed a friend-of-the-court brief arguing that the board's remedy of compelled publication was unconstitutional [presstime, Jan. 1984, p. 51].

In its June 15 ruling, the court upheld the board's finding that the newspaper engaged in unfair labor practices. It agreed with the board that the terms and conditions of Stoddard's employment had been adversely affected as a reprisal for engaging in union activities and that the company's action was discriminatory.

The court, however, held that the portion of the board's order requiring the newspaper to resume publication of Stoddard's column "impermissibly attempts to compel the company to publish what it prefers to withhold in violation of the First Amendment" and declined to enforce that part of the order.

The order would inject the board into the editorial decision-making process on an ongoing basis, the court noted. "The Supreme Court has implied consistently that newspapers have absolute discretion to determine the contents of their newspapers," the court said.

The board's objectives to ensure that the newspaper does not retaliate against Stoddard for his union activities and to fashion a "meaningful" remedy for unlawful discrimination may be valid ones, the court said, but "valid objectives are insufficient to permit the board" to require publication of his column.

"Implementation of a remedy that requires governmental coercion gives rise to a confrontation with the First Amendment," the court said.

Quoting in part from the U.S. Supreme Court's 1974 decision in *Miami Herald v. Tornillo*, the appellate court said: "To enforce the board's order would require this court to recognize, for the first time, that government regulation of the material to go into a newspaper 'can be exercised consistent with the First Amendment guarantees of a free press as they have evolved to this time.' We decline to do so."

The board's remedy "must yield to the company's First Amendment interest" in retaining control over prospective editorial decisions, the court said.

The court remanded the case to the NLRB to enable it to invoke any specific, alternate remedies consistent with the opinion to ensure that Stoddard is not retaliated against for his union activities.

ANPA Vice President/General Counsel W. Terry Maguire said the court's "sensitive and thoughtful discussion" of the First Amendment issue "only reinforces its holding that the board may not disregard the First Amendment and that a publisher is entitled to retain control over prospective editorial decisions."

It was undecided at press time whether the company will appeal the ruling.

(Passaic Daily News, t/a The Herald News v. NLRB, USCA DC No. 83-1661)

Ex-staffers sue ITU pension plan

Two former employees of the International Typographical Union Negotiated Pension Plan have filed a lawsuit against the plan, its administrator and nine trustees.

Plaintiffs in the civil action in federal District Court in Colorado are Gordon W. Miner and James S. Schell. Both contend they were unlawfully discharged from the plan's Colorado Springs office by Administrator Carl E. Hatton.

Schell, 61, was employed as deputy administrator of the plan from Sept. 6, 1976, until April 12, 1984. Miner, 51, was assistant to the administrator from July 3, 1978, until March 23, 1984.

The complaint alleges that they were fired for investigating whether Hatton was serving as a director of the Intrawest Bank in Colorado Springs, which provides services to the plan. It also alleges that Hatton misused his authority to promote his personal interests.

Each plaintiff is seeking $500,000 in damages for "mental suffering and distress and damage to reputation" and $1 million in punitive damages. Also, Schell is seeking either reinstatement or $330,000, and Minor seeks reinstatement or $1,400,000.

The plaintiffs' suit was filed under the federal Employee Retirement Income Security Act of 1974 and the laws of Colorado.

Hatton did not return phone calls from presstime for comment.

Judge denies petition to cite ITU for contempt

A federal judge in San Francisco June 18 denied a petition by six members of the International Typographical Union for a contempt citation against the union's officers for allegedly violating a court ban on the use of union funds to promote a merger of the ITU and the Teamsters.

U.S. District Judge Thelton E. Henderson had earlier forbidden the ITU and its five-member executive council from spending any ITU funds "to merge or affiliate" the union with any other organization [presstime, June 1984, p. 61].

At the time of his decision, Henderson gave no reason for denying the petition.

Meanwhile, the results of a rerun election for the ITU's five top offices are expected to be known the end of July. Ballots were mailed June 22 to the union's members. The entire election process is being supervised by the U.S. Department of Labor.

Former First Vice President Robert S. McMichen defeated incumbent President Joe Bingel by nearly 5,000 votes in the first election.

NLRB overturned by appeals court on daily's refusal to bargain

The 6th U.S. Circuit Court of Appeals has refused to enforce an NLRB order directing the Medina County (Ohio) Gazette to bargain with a union over an initial labor agreement.

The case stems from a 1981 NLRB election in which a unit of all full-time and regular part-time employees voted 38-37 in favor of representation by Cleveland Typographical Union No. 53. The company filed challenges to three ballots cast in the election, but the board overruled all of them.

The daily refused to bargain on grounds that the board erroneously included Steve Dungien, the sports editor at the time of the election, within the unit [presstime, April 1983, p. 47].

At the representation hearing before the election, the newspaper contended that Dungien should not be included as an employee because he was a supervisor. The NLRB regional director, however, included him in the unit, and the board denied the company's request for review of the decision.

In its action before the court, the board acknowledged that Dungien had once disciplined an employee, thus acting as a supervisor. But the board said "this single incident" was "too isolated" to establish Dungien's status as a supervisor.

The court rejected the board's argument, saying that "6th Circuit law" does not address itself to the amount of time during which an employee exercises supervisory power. "It is the existence of the power which determines whether an employee is a supervisor," the court noted.

The board "erred as a matter of law" in finding that Dungien could not be a supervisor on the basis of his infrequent or isolated exercise of supervisory power, the court said.

(NLRB v. Medina County Publications Inc., USCA6 No. 83-5131)

Paper ordered to restore pressmen's health plan

The Milwaukee Journal and Sentinel violated the Taft-Hartley Act by unilaterally changing the health-care plan covering pressroom employees, according to an NLRB administrative law judge.

In January 1983, the company notified Milwaukee Newspaper and Graphic Communications Union No. 23, the pressmen's bargaining agent, that changes in the plan would be put into effect April 1, 1983.

The plan covers all employees at the papers. The company distributed information to employees about the changes and held a series of meetings to answer their questions.

The pressmen's union, however, asserted that under its labor agreement the company could not change benefits without mutual agreement. At a March 10, 1983, meeting, the company suggested that the pressmen might retain their prior benefits if they were set up as a separate group for health care purposes apart from all other employees. This, however, would make their coverage more expensive to the pressmen, and the suggestion was rejected by the union.

The changes were put into effect April 1. Meanwhile, the union filed charges with the NLRB.

The labor agreement provides that "conditions of employment" in effect upon signing of the agreement "shall remain in effect during the life of this agreement unless changed by mutual consent."

In the hearing before Judge Thomas E. Bracken, the company pointed out that for many years it has maintained a uniform health-benefits policy and had previously made changes without seeking or securing the consent of the union.

Bracken, however, found that the company "clearly did not bargain in good faith" with the union before implementing the changes. Under the bargaining agreement, he ruled, changes in medical benefits could not be made without the union's consent.

Bracken recommended that the board order the company to restore the health-care plan for pressmen that was in effect prior to April 1, 1983. The company did not appeal his recommended order.

(Newspapers Inc. and Milwaukee Newspaper and Graphic Communications Union No. 23, JD-186-84)

NLRB elections

Hammond (Ind.) Times, GCIU: Pressroom employees voted 6-2 against further representation by Chicago Web Printing Pressmen's Union No. 7, an affiliate of the Graphic Communications International Union.
(NLRB Case No. 13-RD-1531)

Milwaukee Journal and Sentinel, Guild: Editorial and library employees at the employee-owned newspapers voted 161-136 in favor of representation by The Newspaper Guild.
(NLRB Case No. 30-RC-4343)

Olympia (Wash.) Olympian, GCIU: Part-time mailroom employees voted 16-1 in favor of representation by Local 182C of the GCIU.
(NLRB Case No. 19-RC-10895)

Redding (Calif.) Record Searchlight, GCIU: Pressroom employees voted 7-0 against continued representation by Sacramento Printing Pressmen's and Assistants' Union No. 60, an affiliate of the GCIU.
(NLRB Case No. 20-RD-181)

Sarasota (Fla.) Herald-Tribune, GCIU: Pressroom employees voted 15-10 against further representation by Local 565 of the GCIU.
(NLRB Case No. 12-RD-515)

Yakima (Wash.) Herald-Republic, ITU: Mailroom employees voted 17-9 in favor of continued representation by Typographical Union No. 614.
(NLRB Case No. 19-RD-2189)

Recent settlements

Chicago Sun-Times and Chicago Tribune, Teamsters: Three-year agreement covering drivers; retroactive to Dec. 15, 1983.

Rocky Mountain News, Denver, GCIU: Thirty-month agreement covering photoengravers; retroactive to Oct. 2, 1983.

Newsday, Long Island, N.Y., GCIU: Three-year agreement covering editorial employees; retroactive to April 1, 1984.

San Jose (Calif.) Mercury News, GCIU: Forty-two-month agreement covering photoengravers; retroactive to Jan. 1, 1983.

Washington Post, ITU: Twenty-three-month agreement covering mailroom employees; retroactive to Feb. 14, 1982.

(Details in July 1984 ANPA Labor & Personnel Relations Letter.)

NLRB upholds company's work assignment

The National Labor Relations Board has ruled that Columbia Typographical Union No. 101 does not have jurisdiction over maintenance work on video display terminals in the newsroom and in the classified advertising department of The Washington Post.

The ruling upheld the company's assignment of the work on about 620 VDTs to employees represented by Local 26 of the International Brotherhood of Electrical Workers.

As many newspapers have done, the Post established a technical services department that is responsible for the maintenance of electronic equipment outside the composing room [presstime, Oct. 1981, p. 4]. The electricians in the department are represented by the IBEW.

The typographical union had claimed jurisdiction over VDTs in the newsroom and in the classified advertising department on grounds that the machines were "performing composing room work." It did not claim jurisdiction over terminals in the accounting, circulation and advertising services departments.

Among the factors relied on by the three-member panel in making its decision were the electricians' labor agreement and the extensive training they had received. It noted that their contract "specifically covers electrical and electronic work outside the composing room."

In past jurisdictional disputes between locals of the International Typographical Union and the IBEW involving the maintenance, servicing and repairing of electronic equipment at the New York Daily News and The New York Times, the NLRB has awarded the work to typographers [presstime, Dec. 1980, p. 40].

(International Brotherhood of Electrical Workers, Local 26, and The Washington Post Co. and International Typographical Union, 268 NLRB No. 141) ☐

Firing did not violate act

An NLRB administrative law judge has recommended dismissal of a complaint against the Daily Racing Form arising from the 1979 discharge of a pressman at its Chicago plant.

The complaint alleged that Peter Condic was fired because he threatened to inform the Occupational Safety and Health Administration that a glass panel in the foyer of the company's new plant was unsafe because it was difficult to see. Already, one employee had walked into the panel, he said.

The company contended that Condic was dismissed for insubordination, interfering with production at a critical point, leaving his job just prior to a press run and repeatedly refusing to return to work when ordered to do so by the general manager.

Judge Claude R. Wolfe said he did not have to determine whether the company's contentions had merit because the complaint "must be dismissed on other grounds." Those grounds were that Condic was not engaged in any collective activity protected under the Taft-Hartley Act when he complained about the alleged unsafe condition.

"In short," Wolfe said, "Condic was acting unilaterally on the basis of his personal view of the safety factor involved, and was not engaged in concerted activity."

(In a recent case involving The New York Times, another NLRB judge observed that the board "has recently been more reluctant to apply a presumption of concertedness" to individual complaints about working conditions [presstime, March 1984, p. 46].)

(Daily Racing Form Inc. and Condic, JD-16-84) ☐

Deliverers' union took illegal action

The NLRB has agreed with an administrative law judge that an independent deliverers' union violated the Taft-Hartley Act during a 1983 strike by another union against the New York Amsterdam News.

The board found that after Local 3 of The Newspaper Guild struck the New York City weekly, representatives of the Newspaper and Mail Deliverers' Union unlawfully induced employees of wholesalers not to handle the newspaper. The deliverers' union was ordered to "cease and desist" from such conduct [presstime, Sept. 1983, p. 34].

(Newspaper and Mail Deliverers' Union, 269 NLRB No. 15) ☐

Discharge lawful, but judge orders new election

The Camden (N.J.) Courier-Post did not commit an unfair labor practice when it fired an employee during a union organizing campaign, an NLRB administrative law judge has ruled.

At the same time, Judge James J. O'Meara found that the newspaper had discriminated against another employee by permanently transferring her from the day shift to the night shift. He also set aside a representation election and directed that a new one be conducted.

The union, however, subsequently withdrew its petition for an election.

The case arose in 1982 when Local 628 of the Teamsters attempted to organize the newspaper's small data processing department. Bryan Sunkett, a keypunch operator and union supporter, was fired as a security risk after the company learned he had been collecting unemployment benefits from the state while working full time at the newspaper.

The union filed charges with the NLRB alleging, among other things, that Sunkett had been illegally discharged because of his union activity. But Judge O'Meara found that Sunkett's dismissal was based on his "criminal conduct" and the company's "justifiable conclusion that he represented a potential breach of security in a sensitive area."

Noting that other employees had been fired for dishonesty, O'Meara found the newspaper's action was not discriminatory. "Sunkett was discharged for good cause and that cause would have resulted in his discharge had he not been involved in the union's organizing efforts," he said.

In other areas, the judge found that the transfer of Debra Klimek to the night shift had "a tendency" to interfere with employees' free choice of representation in the Aug. 17, 1982, election. He said the transfer was made "to punish" Klimek for her activities on behalf of the union and to discourage her and other employees from supporting the union.

In the election, two votes were cast for the union, two for no union, and there was an uncounted challenged ballot on which the final tally hinged. O'Meara sustained union objections to the election and directed that a new one be scheduled.

(Southern New Jersey Newspapers Inc. and Philadelphia Newspaper and Magazine Chauffeurs and Handlers Local 628, JD-58-84) ☐

Consumption continues upward climb for newspapers, all users

The estimated newsprint consumption of all U.S. users increased 5.5 percent in May from the same month a year earlier.

During the first five months this year, consumption by all users was 8.7-percent above 1983 levels.

Consumption by U.S. daily newspapers rose 3.6 percent this past May, even though May 1983 had one more Sunday. For the five-month period, U.S. dailies consumed 5.6-percent more newsprint then they did a year earlier.

At the end of May, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 43 days, two days more than at the same time last year. Stocks of North American mills the end of May were about one-third below May 1983 levels.

The May operating rate for Canadian mills was 99 percent, and for U.S. mills, it was 95.4 percent.

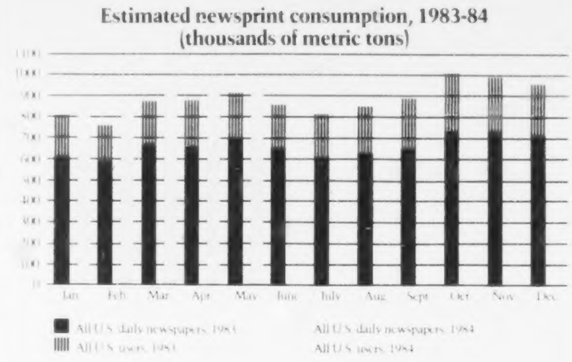
Shipments from Canadian mills for the first five months of the year were up 8.9 percent from the same period in 1983. Canadian shipments to the U.S. increased 10 percent while exports elsewhere were relatively stable. Shipments within Canada increased 14.4 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	April 1984	April 1983	% Change
Northeast	167,648	159,008	+5.4
North Central	148,542	141,015	+5.3
South	227,433	206,660	+10.0
West	159,083	143,905	+10.5
Circulation size			
up to 25,000	46,948	52,154	-10.0
25,001-100,000	122,868	124,196	-1.1
Over 100,000	532,892	474,238	+12.4
April totals	702,708(r)	650,588	+8.0(r)
Four-month totals	2,673,570(r)	2,518,567	+6.2(r)
Region	**May 1984**	**May 1983**	**% Change**
Northeast	172,384	174,107	-1.0
North Central	155,653	151,280	+2.9
South	233,284	217,840	+7.1
West	158,076	151,019	+4.7
Circulation size			
up to 25,000	49,505	54,688	-9.5
25,001-100,000	128,181	132,619	-3.3
Over 100,000	541,711	507,019	+6.8
May totals	719,397(p)	694,326	+3.6(p)
Five-month totals	3,392,967(p)	3,212,893	+5.6(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
March 1984	777,550	34	5
March 1983	804,829	40	5
April 1984	770,386(r)	33	6
April 1983	780,015	36	5
May 1984	808,386(p)	36(p)	7(p)
May 1983	745,506	35	6
Canadian mills			
May 1984	326,743	--	--
May 1983	415,030	--	--
U.S. mills			
May 1984	49,601	--	--
May 1983	156,397	--	--


Estimated newsprint consumption, 1983-84 (thousands of metric tons)

Estimated consumption of all U.S. users

	1984	1983	% Change
March totals	946,000	875,000	+8.1
April totals	969,000(r)	879,000	+10.2(r)
May totals	970,000(p)	919,000	+5.5(p)
Five-month totals	4,612,000(p)	4,242,000	+8.7(p)

Production

	Canada	U.S.A.	North America
May 1984	811,068	435,896	1,246,964
May 1983	723,682	398,944	1,122,626
Increase	+87,386 +12.0%	+36,952 +9.3%	+124,338 +11.0%
Five months 1984	3,592,847	2,118,429	5,711,276
Five months 1983	3,437,253	1,949,739	5,386,992
Increase	+155,594 +4.5%	+168,690 +8.7%	+324,284 +6.0%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
May 1984	611,729	99,107	138,875	849,711
May 1983	486,769	81,738	114,088	682,595
Five months 1984	2,595,590	438,258	535,239	3,569,087
Five months 1983	2,360,168	383,041	535,314	3,278,523
Increase or decrease	+235,422 +10.0%	+55,217 +14.4%	-75 -0.0%	+290,564 +8.9%
From U.S. mills				
May 1984	416,599	----	34,239	450,838
May 1983	377,991	----	25,644	403,635
Five months 1984	2,055,302	----	114,232	2,169,534
Five months 1983	1,778,523	----	101,228	1,879,751
Increase	+276,779 +15.6%	---- ----	+13,004 +12.8%	+289,783 +15.4%
From North American mills				
May 1984	1,028,328	99,107	173,114	1,300,549
May 1983	864,760	81,738	139,732	1,086,230
Five months 1984	4,650,892	438,258	649,471	5,738,621
Five months 1983	4,138,691	383,041	636,542	5,158,274
Increase	+512,201 +12.4%	+55,217 +14.4%	+12,929 +2.0%	+580,347 +11.3%

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[1] Based on stratified data from ANPA member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA member newspapers in statistical sample.
r = revised p = preliminary

ANPA *Calendar*

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 9-13

ANPA/Newspaper Advertising Bureau/Audit Bureau of Circulations Liaison Committee meeting
The Washington Post Co., July 12

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., July 23-27

AUGUST

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
University of Florida, Gainesville, Aug. 4

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 6-10

Executive Subcommittee of the ANPA/NAB-ABC Liaison Committee meeting
Keystone Lodge, Keystone, Colo., Aug. 14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 20-24

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 28

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
The Savoy, London, Sept. 12-13

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Human Resources Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18

ANPA Legal Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 19

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA/American Bar Association Task Force meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 20

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 20-21

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Château Montebello, Montebello, Quebec, Sept. 20-21

ANPA Industry Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 24-25

ANPA Convention Arrangements Committee meeting
Miami Beach, Sept. 28

OCTOBER

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 1-5

ANPA Telecommunications Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Oct. 2-4

ANPA Foundation Newspapers in Education Instructor Training Seminar
Airlie House Conference Center, Airlie, Va., Oct. 8-11

ANPA Newspaper Safety and Health Symposium
O'Hare Marriott, Chicago, Oct. 11-12

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Speeches

Fred D. Crisp

Steven Neal

Reed Sarratt

Maxwell E. McCombs

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Developing a Peace Policy Between the U.S. and U.S.S.R.

Richard M. Nixon, former President of the United States. American Society of Newspaper Editors annual convention. Washington, D.C., May 9.

Safety and Health Effects of VDTs in the Workplace

Howard R. Brown, medical director, The New York Times Co., and George Cashau, ANPA director/technical research. House Education and Labor Committee's Subcommittee on Health and Safety, Washington, D.C., June 5.

Joint Newspaper Responses to Preprint Distribution

Fred D. Crisp, advertising director, The News and Observer and The Raleigh (N.C.) Times. Southern Newspaper Publishers Association Key Executives Conference, Memphis, May 21.

Impartiality in Political Reporting

Steven Neal, political writer, Chicago Tribune. Ruhl Symposium annual lecture, University of Oregon, Eugene, May 10.

The Impact of USA Today on American Newspapers

Reed Sarratt, executive director, Southern Newspaper Publishers Association, Atlanta. New Frontiers of Periodical Design Seminar, University of Navarra, Pamplona, Spain, June 8.

How Research Benefits Editors and Newspaper Managers

Albert Gollin, associate research director, Newspaper Advertising Bureau, New York City. Newspaper Research Council semi-annual meeting, San Diego, May 7.

Rights, Responsibilities and Ethics of the Media

Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Austria, the United States and Global Communication Symposium, Center for Austrian Studies, University of Minnesota, Minneapolis, May 18.

The U.S. Should "Stay the Course" with UNESCO

Leonard R. Sussman, executive director, Freedom House, New York City. House Foreign Affairs Committee's Subcommittees on Human Rights and International Organizations, and International Operations, Washington, D.C., April 26.

From the International Newspaper Promotion Association annual convention, Phoenix, May 20-23:

Keynote Address

Richard J. V. Johnson, ANPA Chairman and President, president, Houston Chronicle.

There Is Nothing So Practical as a Good Theory

Maxwell E. McCombs, John Ben Snow professor of research, S. I. Newhouse School of Public Communications, Syracuse University.

(Speeches from the June 9-13 ANPA Operations Management Conference & Exposition in Atlanta are listed on page 63.)

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Two Canadian papers close; French-language daily starts

Canada lost one daily and added another, a French-language paper, in June after losing another daily in May.

In Newfoundland, The Daily News of St. John's ceased publication June 4 after more than 90 years. A story in the last edition of the morning tabloid cited financial difficulties as the reason for closing.

The Daily News had a circulation of about 10,000 and employed about 100 full-time and part-time workers.

St. John's still has one daily—the 36,307-circulation Evening Telegram. There now remain five Canadian cities with competitively owned English-language dailies.

In addition, The Daily Herald in Terrace, British Columbia, ceased publication May 25. Established as a weekly in 1908, it began Monday-through-Friday publication in 1977. The evening paper had about 3,700-circulation.

The Herald was the third British Columbia daily to disappear in less than a year. Last September, The Sentinel of Kamloops converted to three-times-a-week publication, and in November, The Columbian, serving Vancouver suburbs, closed [presstime, Dec. 1983, p. 54].

In Caraquet, New Brunswick, the privately owned L'Acadie Nouvelle began publication June 6 as a morning tabloid. It is the only French-language daily east of Quebec. L'Evangeline of Moncton folded in 1982.

A proposal to establish a new French-language daily in Moncton, L'Acadien, backed by a $4-million trust fund set up by the provincial government, has failed to advance beyond the discussion stage. Following L'Evangeline's closure, the New Brunswick Legislature unanimously endorsed a motion calling for government support of a French-language newspaper to be started as soon as possible. The New Brunswick Society of Acadians has refused to endorse the proposal for a government-backed paper. ☐

Spanish-language daily to go national

A national edition of New York City's Spanish-language daily Noticias del Mundo will be launched in Los Angeles in either late July or early August.

The newspaper is owned by New York City-based News World Communications Inc., which also publishes the New York Tribune and The Washington Times. A national edition of the Times was started last April in California [presstime, March 1984, p. 52].

Noticias del Mundo will be introduced in Miami early next year, according to Richard H. Jones, who is heading the project. Target dates for entry into other cities, such as Dallas and Houston, have not been set.

Recent acquisition

Ottaway Newspapers Inc., a subsidiary of Dow Jones & Co. Inc., acquired the News-Sun of Sun City, Ariz., daily circulation 17,985. ☐

Reuters stock sold for $309 million

Reuters' public stock offering produced revenue of $309 million from investors all over the world.

In the United States, the international news and information service sold nearly 7.5 million American depository shares—actually groups of six stock shares—at $16.50 each for a total of about $123 million. In Britain, 67.8 million shares were sold at $2.75 apiece for revenue of about $186 million.

One of the largest individual purchasers was the shiekhdom of Abu Dhabi, which bought about 12.5 percent of the total public offering.

In late June the American share price had risen to about $18, a good sign in the current market slump, said observers. ☐

Gluck folds paper

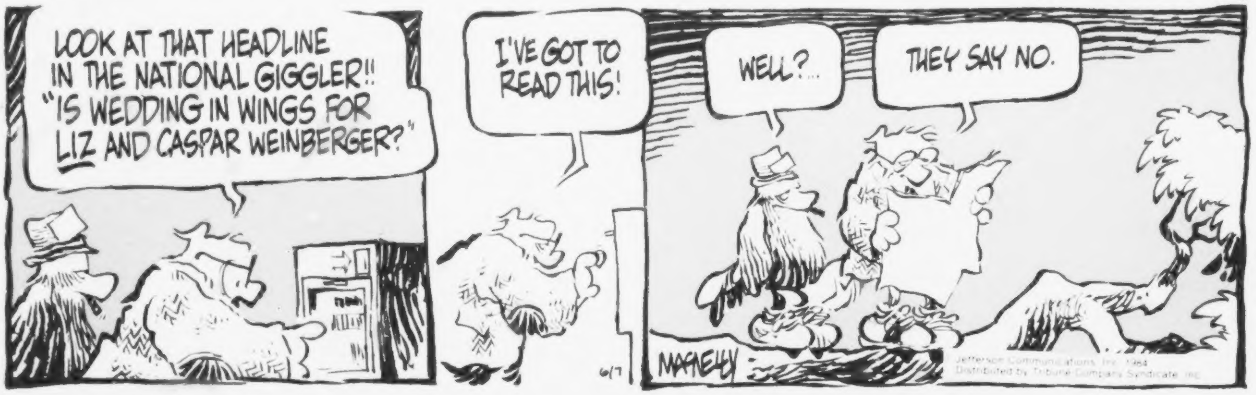
Jeffrey M. Gluck, youthful publisher of the St. Louis Globe-Democrat, halted his fledgling St. Louis Evening News after only one month of publication. In announcing an end to the paper May 30, he said it had "done very poorly on the newsstands and in home delivery."

Gluck said he had overestimated the need for an afternoon daily after the rival St. Louis Post-Dispatch converted to morning publication at the end of February, just when Gluck took control of the Globe-Democrat [presstime, May 1984, p. 76].

Three weeks after closing the Evening News, Gluck sold Saturday Review to a group of investors for an undisclosed price. He had bought and revived the magazine after its announced death in 1982. ☐

'Shoe'

By Jeff MacNelly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6/7
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ANCAM approves office move to The Newspaper Center

The board of directors of the Association of Newspaper Classified Advertising Managers June 16 approved relocating the organization's headquarters from Danville, Ill., to The Newspaper Center in Reston, Va.

Richard E. Riggins, immediate past president of ANCAM, said the move will not be made before September 1987, at which time ANCAM General Manager Frank B. Harris will be eligible for retirement. .

The move also is contingent upon the organization's accumulating enough money to finance the move without putting a strain on its resources, said Riggins, classified advertising manager of the St. Petersburg Times and Evening Independent. Riggins said the organization's board is confident that by 1987 ANCAM will have the necessary funds and will not have to dip into its reserves [presstime, March 1984, p. 53].

ANCAM would be the 10th newspaper organization to move its headquarters to The Newspaper Center.

More Canadians read daily newspapers

An increasing number of Canadians 18 and over are reading daily newspapers, according to the preliminary results of a new study of 30 markets by the Newspaper Marketing Bureau of Toronto.

Although average weekday readership levels are consistent with previous studies, the reader research service reported that weekend readership and "cumulative audiences" are growing.

The new study, which involved 24,500 telephone interviews and about 12,800 written questionnaires, will be updated every year, according to Robert B. McElhinney, NMB vice president/market development. "It's the biggest study on readership ever done in Canada," the NMB official said.

Details of the study were scheduled for release June 25.

Dole will confer on Conrail sale

Fourteen bids were submitted prior to the June 18 deadline for the purchase of Consolidated Rail Corp.

Transportation Secretary Elizabeth Hanford Dole will now confer with congressional leaders before recommending a course of action [presstime, June 1984, p. 50].

About one-third of ANPA's members are located in the area served by Conrail.

Globe and Mail adds 5th satellite plant

The Globe and Mail of Toronto added a fifth satellite plant to its national network June 5 in Brandon, Manitoba.

Satellite printing began in 1980 and printing operations have been launched in Ottawa; Calgary, Alberta; Vancouver, British Columbia; and Moncton, New Brunswick [presstime, May 1983, p. 18].

Publisher A. Roy Megarry said the circulation of the national edition has grown to 120,000.

Changes in command

The **Association of Newspaper Classified Advertising Managers,** at its annual convention June 17-21 in Salt Lake City, elected the following new officers:

- *President*—Cliff H. Hansen, The Salt Lake Tribune and Deseret News
- *President-elect*—Herb Barger, Houston Chronicle
- *Second Vice President*—Lee C. Bollinger, The Press Democrat, Santa Rosa, Calif.
- *Third Vice President*—James T. Conner, Morning Advocate & State-Times, Baton Rouge, La.
- *Secretary-Treasurer*—Bill D. Horton, Fort Worth Star-Telegram

The **Newspaper Personnel Relations Association**, at its annual conference June 17-20 in San Antonio, elected the following new officers:

- *President*—Richard A. Williams, The Journal Co., Milwaukee
- *Vice President and President-elect*—Sara M. Brown, Los Angeles Times
- *Secretary-Treasurer*—Alvin Miller, The Record, Hackensack, N.J.

Easton research building back on market

The building in Easton, Pa., formerly occupied by the Association's technical staff, is back on the market.

Philippine Journalists Inc., a company associated with a major Philippine English-language daily newspaper, had entered into an agreement last year to purchase the facilities for $550,000 subject to mortgage approval [presstime, May 1983, p. 65]. The deal was not consummated. ☐

Future ANPA meetings

Convention

Miami Beach, May 6-8, 1985
San Francisco, April 21-23, 1986
New York City, May 4-6, 1987
Honolulu, April 25-27, 1988
Chicago, April 24-26, 1989

Conference & Exposition

New Orleans, June 8-12, 1985
Atlanta, June 21-25, 1986
Las Vegas, June 6-10, 1987
Atlanta, June 11-15, 1988
New Orleans, June 10-14, 1989

ContraCostaTimes

Walnut Creek, Calif. (circulation 77,358). Thomas D. Jones, president.

FREEPORT JOURNAL STANDARD

Freeport, Ill. (circulation 18,489). Larry Shearer, publisher.

THE CITIZEN

Auburn, N.Y. (circulation 16,698). James G. Marshall, publisher.

Black

Black Mountain, N.C. (circulation 2,600). James A. Aycock, publisher.

The Venice Gondolier

Venice, Fla. (circulation 9,900). Derek Dunn-Rankin, publisher.

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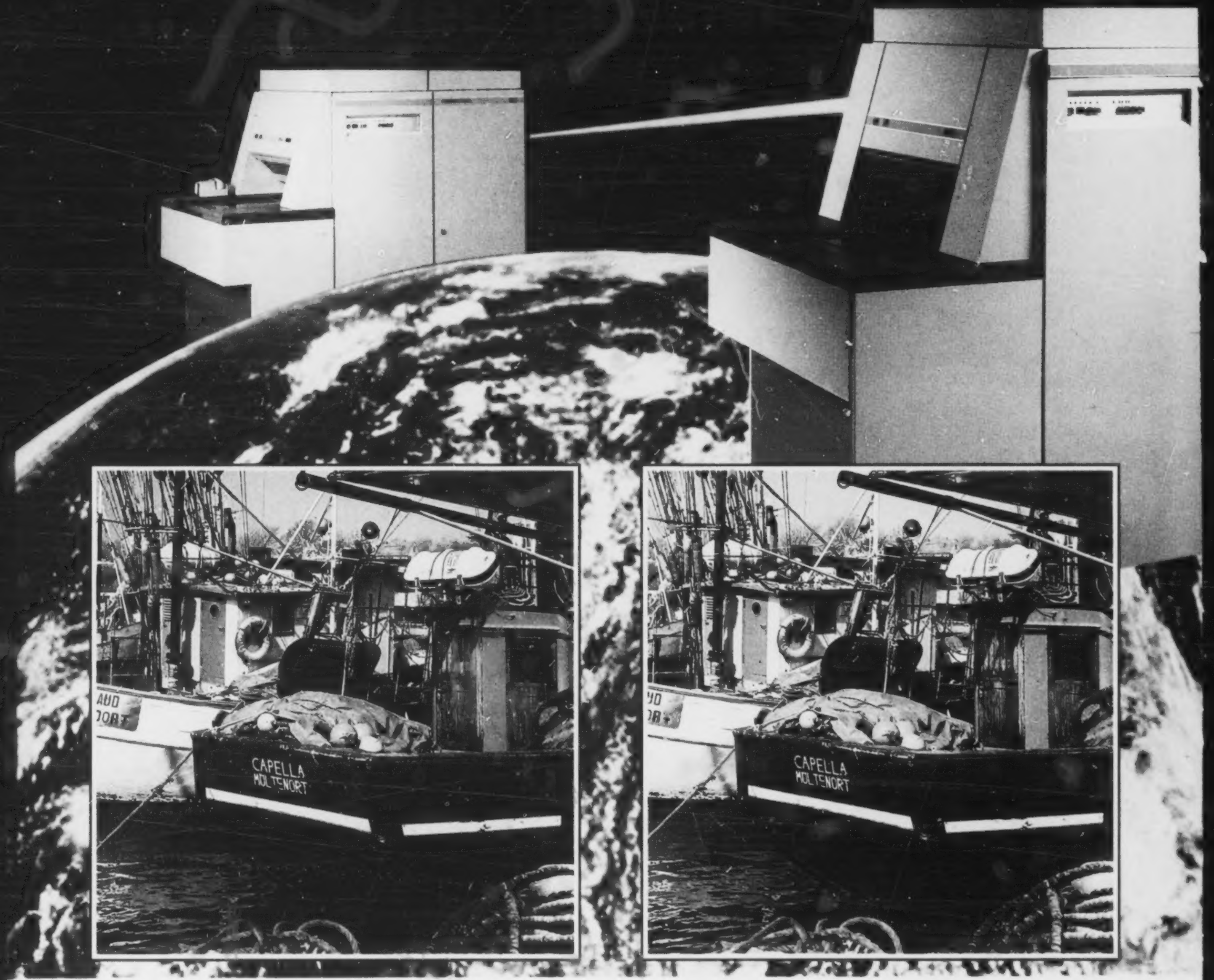

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